

• OCTOBER 1958

BUTANE-PROPANE

A CHILTON PUBLICATION

News

OPERATION
SANTA CLAUS

1957 Bureau of
Mines Report

HEADQUARTERS FOR L.P. GAS INFORMATION SINCE 1931

Just to remind you

We Repeat

what we said
last October



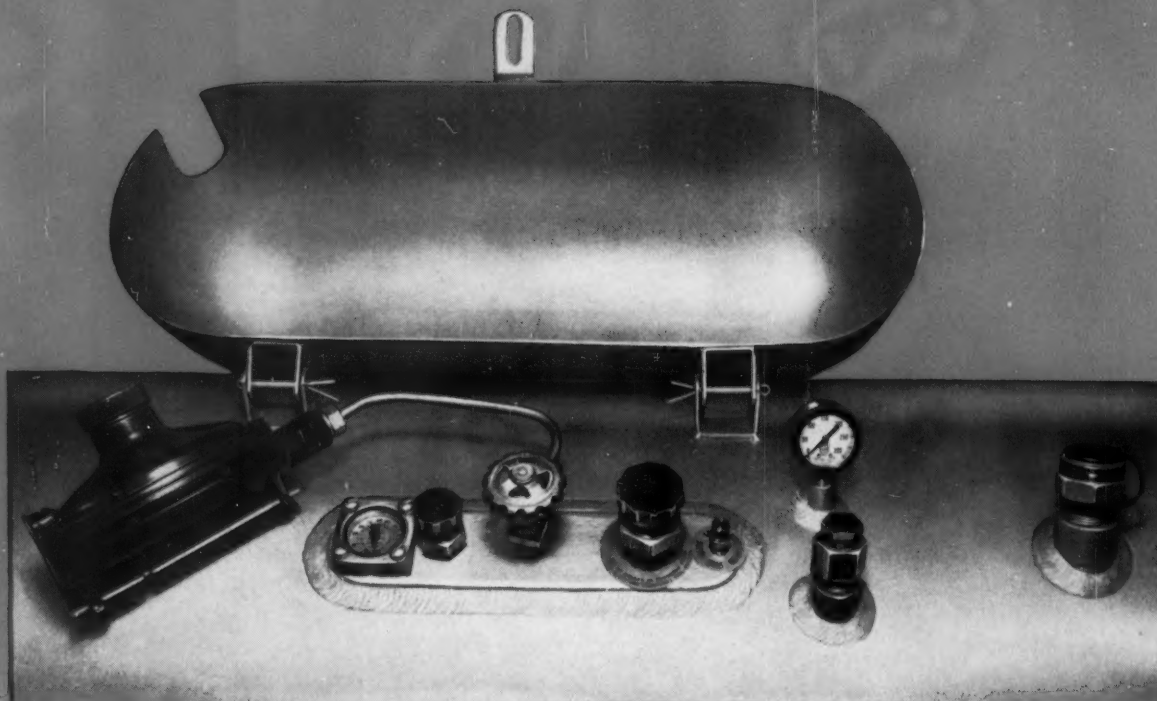
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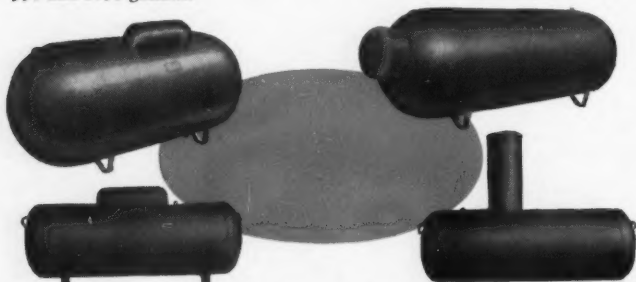
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provide faster filling

Model S37-499—shoulder-mounted, 500-gallon system. Shoulder mounting means easier servicing. Other shoulder-mounted capacities: 640, 995 and 1135 gallons.

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System Features

Seamless streamlined hood. Sturdy and attractive. Protects fittings from weather, damage, tampering.

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Thoroughly tested. Meet, exceed ASME requirements and NBFU regulations. Carry UL listing.

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cylinders



systems



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trucks and tractors



lift truck tanks



tank trucks



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Pittsburgh 8, Pa.**

Gentlemen:

Please send me your booklet "Go Modern, Go Metering"—also a complete assortment of dealer aids.

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Company _____

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Whether you have it



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The cost of *not* having 2-way radio is actually taking dollars out of your pocket every day . . . *more* money than it would cost to own your own Motorola 2-way radio system. Here's why!

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OCTOBER 1958

BUTANE-PROPANE

News

Volume 20-Number 10

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now . . . up to 38 gpm at 10 psi drop . . .
virtually indestructible . . . 400 psi w. o. g. . . . no increase in price!

ALL-NEW **REGO**[®] SHUT-OFF VALVES UP CAPACITY A WHOPPING 95%

We've completely re-designed these versatile globe valves—generously increased body proportions, incorporated an improved curved bridge, a full $\frac{3}{4}$ " diameter seat port and a new high-lift stem. The result: 1. Almost 95% more capacity in the $\frac{3}{4}$ " size; 2. Positive, long-lasting stem seal; 3. Stem thread protection against dust, sand and grit; 4. A new

easy-tap boss for attachment of a hydrostatic relief or vent valve; 5. Smoothest operation you ever experienced; 6. And, you pay no extra for this better-than-ever valve design!

Your RegO distributor can supply these new valves now—or write The Bastian-Blessing Company.

HERE'S THE INSIDE STORY:

FOR A LEAK-FREE STEM SEAL

. . . a rubber flange ring stem seal effectively prevents gas escape. The higher the pressure the tighter the seal.

FOR LONGER STEM LIFE

. . . we've used high quality manganese bronze with tough, quick-acting Acme threads. Threads are *under* the flange ring . . . dust, sand and grit cannot reach them.

FOR EXTRA STEM DURABILITY

. . . a nylon bearing surrounds the stem to prevent galling.

FOR GREATER SEAT LIFE

. . . the seat disc is synthetic rubber. And, the seat retainer assembly swivels on the stem . . . the seat disc cannot grind on the body seat during closing and opening.

FOR CONVENIENCE

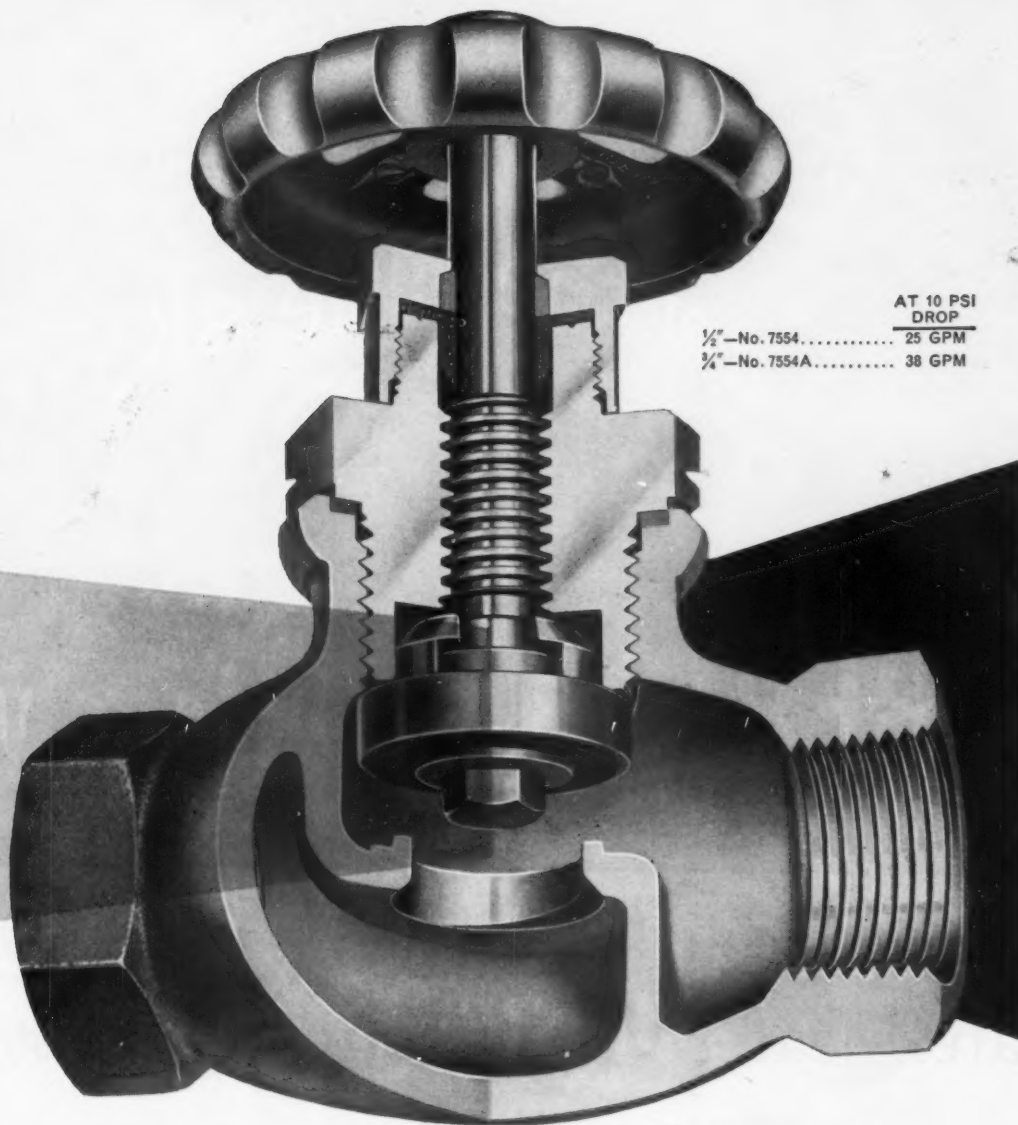
. . . you can drill and tap the boss on the downstream side of the valve for a hydrostatic relief or vent valve. In addition, a metal-to-metal back seat lets you replace the flange ring *in service*.

FOR YEARS OF DEPENDABLE PERFORMANCE

. . . a shell molded ductile iron body casting gives you outstanding strength that won't crack, or fracture from wrenching, dropping or hammer blows. In addition, you have the trouble-free durability of solid brass in the bonnet and seal cap.

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. . . RegO Globe Valves are ideally suited for hose-end valves, transfer valves, general bulk plant use.



	AT 10 PSI DROP
1/2" —No. 7554.....	25 GPM
3/4" —No. 7554A.....	38 GPM

ALSO ... A COMPLETE LINE OF EXCLUSIVE V-RING POSITIVE-PRESSURE SEAL VALVES



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 1 1/4".....No. A7512F
 2".....No. A7514F
 3".....No. A7518F



SCREW-TYPE GLOBE VALVES
 3/4".....No. A7505A
 1".....No. A7507A
 1 1/4".....No. A7509A
 1 1/2".....No. A7511A
 2".....No. A7513A
 2 1/2".....No. A7515
 3".....No. A7517



SCREW-TYPE ANGLE VALVES
 3/4".....No. A7506A
 1".....No. A7508A
 1 1/4".....No. A7510A
 1 1/2".....No. A7512A
 2".....No. A7514A
 2 1/2".....No. A7516
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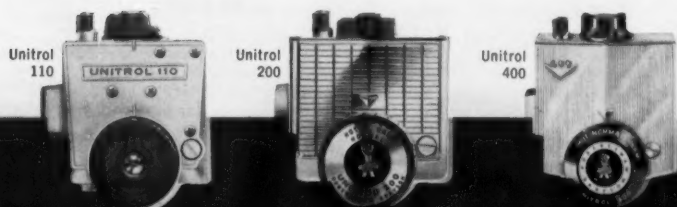
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ROBERTSHAW brings you

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- Increase gas burner ratings
- Improve ignition performance
- Make components more compact
- Simplify assembly



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...into reality!

the **R*** series!

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Robertshaw announces the most advanced *new* water heater controls ever engineered—the **R*** series... new Unitrols featuring built-in pressure regulators to increase your water heater ratings and sales! The basic Unitrol functions of thermostatic gas valve, main gas cock, 100% automatic pilot, pilot adjuster and pilot filter are included in combination with a built-in pressure regulator.



UNITROL 400
The smartest way to boost sales, the ultimate in appearance, dependability and efficiency... plus a new built-in pressure regulator.



UNITROL 200
The smarter control with the stepped-up appearance to step-up sales... plus a new built-in regulator!



UNITROL 110
The smart, low cost water heater control featuring the dependability and savings of the Unitrol 110... plus a new built-in pressure regulator!



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Robertshaw-Fulton

CONTROLS COMPANY

GRAYSON CONTROLS DIVISION • LONG BEACH, CALIFORNIA

NOW 3 SIZES

OF RED SEAL LIQUID LP-GAS
METERS TO MATCH THE
GROWTH OF YOUR BUSINESS

Each a complete LP-gas metering system
... all accessories included in one
compact unit

Featuring a truly effective combination
of vapor eliminator and differential
valve which reduces load on pump
and needs no adjustment

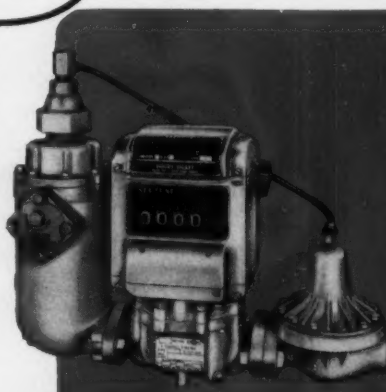
Each available with Print-O-Meter to
build customer confidence

Each based on famous Red Seal mea-
suring chamber ... only one moving
element

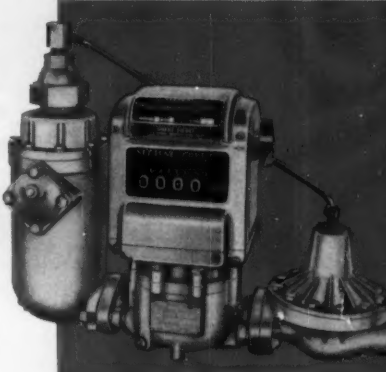
Backed by unit replacement plan and
nationwide service centers to keep
your trucks on the go



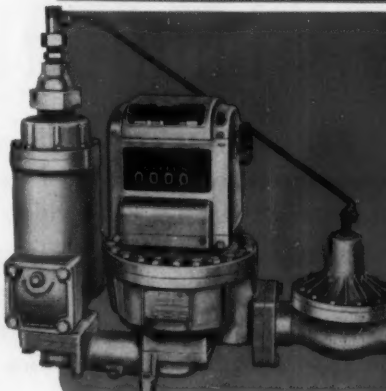
Free Bulletin 779
shows recommended closed-system
installation of LP-Gas liquid meters.
Ask for your copy today.



1 1/4"
30
GPM
FOR TANK TRUCKS



1 1/2"
60
GPM
FOR TANK TRUCKS
AND BULK PLANTS



2"
100
GPM
FOR BULK PLANTS,
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AND HIGH RATE
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BPN



Letters

Properties of gases listed in handbooks

Canada

Could you please send, or, list references for the following properties of methane, ethane, propane, butane and pentane:

Thermal conductivity
Prandth number
Specific heats
Viscosity

versus temperature and pressure, or, as related to °A.P.I.

J. C. C.

The specific heats (C_p and C_v) are given for all the hydrocarbons you mention on page 23 of the Handbook Butane-Propane Gases. Also on page 45, Fig. 5 the values for propane, isobutane and n-butane in the gaseous state are shown.

Viscosities of liquid propane, isobutane, n-butane and pentane are listed on page 34, Table No. 9.

The AGA book "Gaseous Fuels" contains a chart (p. 63) of viscosity of gases. Methane and ethane are included. On the same page the viscosity of liquid pentane, hexane, heptane and octane are given.

The above book also lists the following thermal conductivity figures: methane in the range -300°F to $+50$, $k_{20} = .017$. (When data is given for k_{20} , k can be calculated as follows: $k = k_{20} + a(t - 32)$.)

For ethane at 32°F , $k = .010$ and $.018$ at 212°F . McAdams' "Heat Transmission" lists the Prandth value $C_p U$

— for several liquids including n-k

pentane on page 342. The viscosity of liquid pentane is included on page 340 and the gases methane and ethane are on page 341.

Some average specific heats of liquid butane, methane, propane, and pentane are listed on pages 331, 332 and 333.

McAdams also lists thermal conductivities of gaseous ethane, methane, and pentane on pages 323 and 324; liquid pentane, page 321.

The Chemical Engineer's Handbook has a little information on the subject. Also Mark's Handbook on page 360 gives the viscosity of methane and ethane gas and the Natural Gasoline Association of America, Tulsa, Okla., may be able to provide you with some additional information.—Ed.



Ring type burners for large ovens

South Africa

We already have a large number of domestic users of L. P. gas appliances in South Africa and we are well acquainted with the technical data on these, but when it comes to industrial applications we do not think that there is much information to be had in this country and since we have a few problems, we wonder whether you would be good enough to give up some information.

We are enclosing a schematic diagram of a bread oven and require the following information:

1. What type of burners are required for such an oven? Would ordinary industrial ring burners be suitable? (Industrial ring burners are obtainable over here.)

2. How many burners would be required? Would, say, one or two burners of large capacity be more efficient than more smaller ones?

3. What type of thermostat would be suitable? We assume that an ordinary stove oven thermostat fitted to stoves, would not be suitable due to their having too small a capacity. Is this correct?

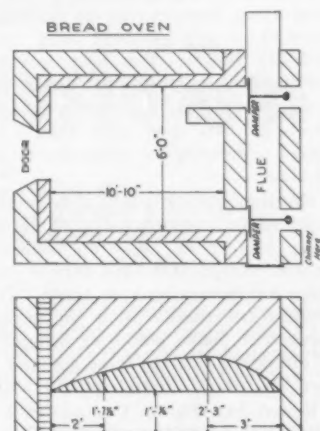
4. What would be the best position for the burner(s) in the oven?

5. Is there any other design for a bread oven which might be more efficient than the one shown in our diagram?

The oven shown in our diagram has already been constructed and is at present being fired with anthracite. We have been asked to investigate whether or not it is feasible to convert it to L. P. gas.

We have also been approached by our local steam laundry and dry cleaners, to investigate whether or not it is feasible to use L. P. gas in their steam boilers which are also at present being fired with anthracite.

The capacity of these boilers is 10 hp and the steam pressure used is 50 psi and 75 psi respectively. Would you be kind enough to give us the following and any other relative information?



1. What are best burners to use. Would ordinary industrial ring burners be suitable?

2. How many burners would be required?

3. Where would the burners be best situated?

4. What type of gas flow control would best be used? In other words would the gas flow to the burner(s) be controlled by means of a thermostat, keeping in mind that the temperature of steam at 50 psi is 281°F and at 75 psi it is 307.5°F ., or is there some type of gas valve on the market which is

controlled directly by the pressure of the steam itself?

Please keep in mind when answering question 4, that whichever type of control is suggested, it must be one which is easily adjusted from one pressure to another (i.e. 50 psi to 75) or one temperature to another (i.e. 281° to 307.5°F.)

W. S.

Your sketch indicates to us that the coal is burned on a grate in a compartment separate from the oven proper. The heated air is drawn through the flue and by means of dampers is directed into a compartment below the oven where the bread is baked. Are we correct or does the heated air and products of combustion go directly into the baking compartment? With gas firing, the heated air and products of combustion may be directed into the baking compartment without concern.

To determine the rate of firing with L. P. gas, it is suggested that it be determined by the average coal consumption on the present oven. The Btu input rate can then be determined and gas burners of approximately the same or somewhat less capacity installed.

Ring type inspiring, or straight inspiring, burners may be used, the same as on any gas-fired oven, only probably larger. The best location for the burners would be under the baking compartment if this is feasible. If not, then they should be placed as near to the compartment as possible.

Efficient baking ovens are usually designed and constructed in much the same manner as those on domestic ranges except they are larger and there are several baking trays. The burners are usually below the baking trays with baffle plates or deflectors to direct the heat to the sides and it then circulates throughout the oven.

Robertshaw-Fulton (see ads in B-P News), General Controls and other companies manufacture control devices for large baking ovens. Eclipse Fuel Engineering Co. and Johnson Gas Appliance Co. all make burners which are adaptable to the baking oven.

Many steam laundries and dry cleaning establishments fire their boilers with L. P. gas. It will be necessary to brick over the coal grate and then place a suitable gas burner above the bricked-over grate or outside the firebox with the flame directed into the firebox, depending on the type of burner used. Burners of the ring type may be used or gas type burners may be used. We sug-

gest you contact the company which manufactures the boiler for their recommendation on the burner. They probably have one which they use on gas-fired models. They can also advise the best way to seal off the grate and change the baffles (if any) for efficient operation on gas. If they have no suggestions for burners, then we suggest that you inquire of the Johnson Gas Appliance Co. and Eclipse Fuel Engineering Co. Only one burner or ring of burners should be required for either size of boiler.

Gas flow controls of the "on" and "off" type are quite satisfactory on small boilers like these. Pressure-type controls with low water cut-off features are generally used to control the gas flow to the burners on boilers. General Controls Co. and The Merco Corp. manufacture controls for boiler pressure control service.—Ed.



Cutting steel with LPG makes good publicity

Australia

We have a welding institute in Australia and they have asked us to give a public demonstration of welding, cutting and brazing, using propane gas. Could you let me know a good source of information in respect to this matter and where we can obtain suitable equipment from them.

Being a public show we would like to have some spectacular interest that would attract the people in addition to attracting technical personnel.

E. F. M.

There has not been too much success in welding steel with propane during the past. However, just recently the Harris Welding Equipment Co., Los Angeles, has developed excellent torches for both cutting and welding steel and other metals with L. P. gas. To speed the transmittal of information to you on their torches, we have requested them to mail literature and prices direct to you.

One of the most spectacular shows you can put on is the cutting of a very heavy billet of steel 14 in. sq. If you could get such a job to do, it would be ideal. If you have no way of recovering your cost on a steel item such as that, you could salvage most of the material by conducting the demonstration with a raw ingot. This could be sliced off the end in thin sections like cutting a loaf of bread. The slices could then be used

to add interest by stacking them up in a rack as they are cut off. You will not have any trouble drawing a crowd if you will follow this procedure.—Ed.



Poor air circulation retards burner efficiency

Alaska

I am having trouble with the ovens on a commercial range.

I am unable to keep it burning. I have changed thermo-couples, automatic valves and cleaned the flue, so that I feel sure that it is not being smothered out from lack of oxygen. After the oven is lit and the door held open for approximately five minutes it will continue to burn normally without going out. But I am unable to keep them burning if the door is closed right after lighting.

W. A. S.

The oven is evidently not getting good circulation of air immediately after it is lit. There must be some restriction which prevents sufficient circulation of air until the oven warms up, then the warm oven or flue will create enough draft to supply the air for combustion.

There are several seemingly minor things that may be causing the trouble. Possibly two or three things are combining.

1) There may be a misplaced drip pan or bottom plate that is restricting air flow.

2) The oven may be against a cold wall.

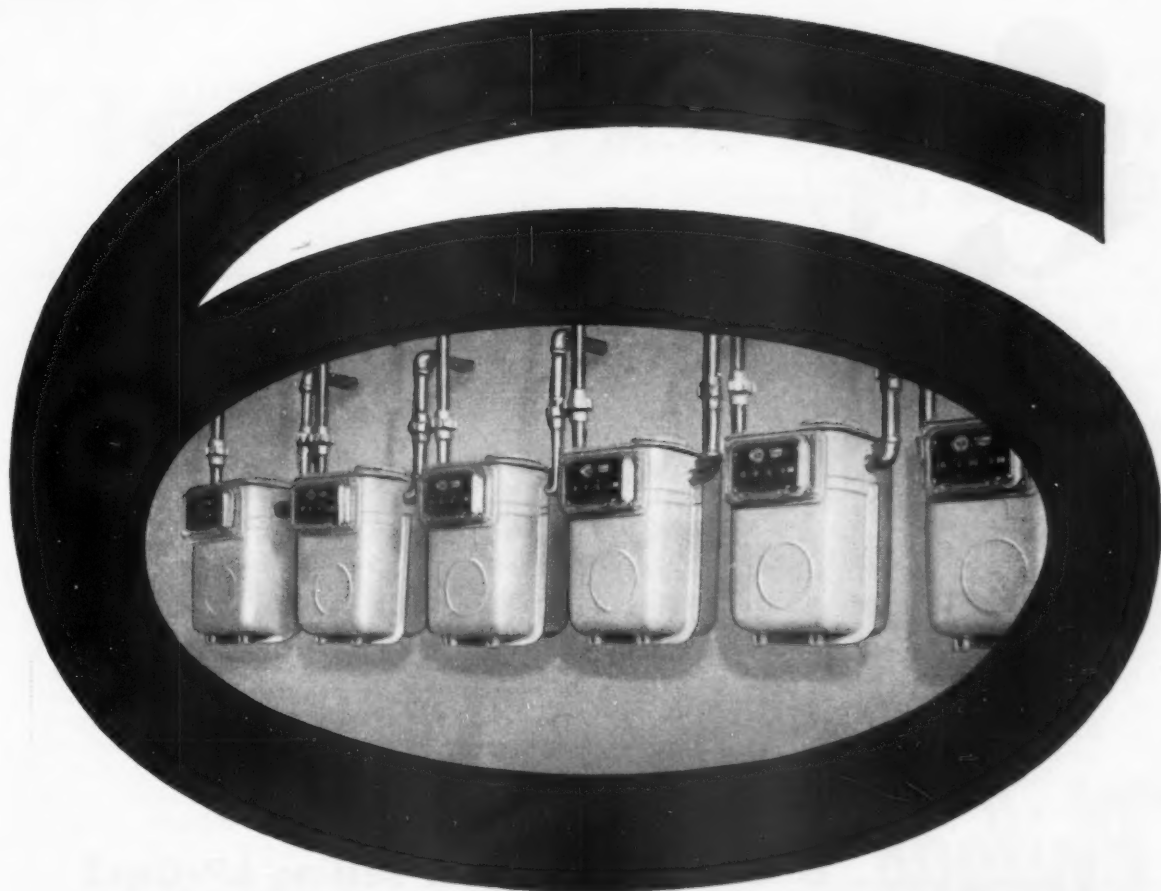
3) The rear or side of the oven may be too close to a wall and the flow of air into it is restricted.

4) The oven may have been reassembled improperly, or some parts became misplaced during shipping which are blocking air passage.

5) Check the flue openings, inside and outside the oven, the air vents for fresh air admittance, to see that circulation is not restricted in any way due to proximity to walls, other equipment, misplaced parts or something someone else has added to provide some service they are interested in, such as an extra drip tray, mat, pan or other item.

Study the manufacturer's instructions and diagrams carefully and see that everything is in its place. Check insulation, too.—Ed.





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Only 1 delivery



W-45
LP-Gas Meter



One delivery to a central bulk tank supplies six customers with clean, dependable LP-Gas. Like city gas service, each customer pays only for the gas accurately measured and registered by American® W-45 Welded Steelcase LP-Gas meters.

Metered LP-Gas service cuts operating costs, provides valuable storage space, ends costly cross-hauling and fuel outages. American LP-Gas meters build customer confidence and help you sell more gas because each customer can read his own meter and know just how much gas he uses.

American W-45 LP-Gas meters meet all requirements for the average family and provide a new approach to meter maintenance. With ample capacity for average homes without central heating, the W-45 is rated at 45 cfh propane at $\frac{1}{2}$ -inch w.c. differential - 5 psi working pressure - $\frac{1}{2}$ -inch F.P.T. connections. Light weight AL-110-LPG Aluminumcase and W-175 Welded Steelcase meters are also available for domestic heating and small commercial LP-Gas loads.

Designed and built to traditional American Meter standards of performance and accuracy, these meters provide long years of dependable service.

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METER COMPANY
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Thanks to Phillips full-scale production and modern transportation facilities, you are assured of a dependable source of supply and on-time deliveries.

If you are interested in a profitable business in the fast-growing LP-Gas field, get in touch with your nearest Phillips Sales Office right away. Or write and find out how you can make money as a Philgas Distributor.

*Philgas is the Phillips Petroleum Company trademark for its high quality LP-Gas (propane, butane).



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BARTLESVILLE, OKLA.—Adams Bldg.
CHICAGO, ILL.—7 South Dearborn St.
DENVER, COLO.—1375 Kearney St.

DES MOINES, IOWA—6th Floor, Hubbell Bldg.
HOUSTON, TEX.—6910 Fannin Street
INDIANAPOLIS, IND.—3839 Meadows Drive
KANSAS CITY, MO.—201 E. Armour Blvd.
MINNEAPOLIS, MINN.—215 South 11th St.
NEW YORK, N.Y.—80 Broadway
OMAHA, NEB.—3212 Dodge St.

RALEIGH, N. C.—401 Oberlin Road
SALT LAKE CITY, UTAH—68 South Main
ST. LOUIS, MO.—4251 Lindell Blvd.
TAMPA, FLA.—3737 Neptune St.
TULSA, OKLA.—1708 Ulica Square
WICHITA, KAN.—501 KFH Building

By NEIL REGEIMBAL

Washington Editor



BPN Washington Report

From BUTANE-PROPANE News Washington Bureau

Congress votes financing, tax relief for small firms

Some help for small business firms is on the way from the federal government.

Congress this year approved three measures designed to aid small business, including a small but helpful tax cut.

First to be approved was a measure creating the Small Business Administration as a permanent government agency. This law also reduces the maximum interest rates on SBA loans from 6 to 5½ per cent, increases from \$250,000 to \$350,000 the maximum amount any one borrower can secure from SBA at a time, and provides more funds from which the agency will make loans.

Another measure passed by Congress will make long term loan and investment funds available to small firms on a large scale for the first time. This law creates a \$250-million government fund from which the SBA will help create small business investment companies.

These companies will be empowered to make direct or bank participation loans to small firms running up as long as 30 years in some cases. The usual maximum would be 20 years.

In addition, the investment companies will be empowered to provide equity capital to small firms by buying convertible bonds.

The tax cut measure will pare small business tax payments by some \$260 million a year.

It will give small firms a special 20 per cent depreciation allowance in the first year for purchases of new or used equipment or fixtures, but not real estate; permit an original investor in stock of a small firm a special deduction for losses; permit estate taxes to be paid over 10 years on small firms; permit small businessmen to use losses to offset profits for three previous years as well as five future years, and increase from \$60,000 to \$100,000 the amount of earnings which may be accumulated without being challenged by tax agents.

U. S. accounting office moves against REA

The government's watchdog accountants succeeded in partially cracking down on the unrestrained spread of REA power co-ops after Congress this year completely ignored the problem.

The General Accounting Office in July served notice that the Agriculture Department's Rural Electrification Administration would no longer be permitted to make a loan to a power co-op if it would be used to serve an area which is already being served or for which plans are being made to bring service by a private power company.

U. S. Comptroller General Joseph Campbell in issu-

ing the ruling, pointed out that the original REA act permits government loans to power co-ops to furnish power "to persons in rural areas who are not receiving central station service."

Mr. Campbell pointed out that the REA Act clearly prohibits use of federal funds to form co-ops or extend their service "to parallel existing systems and thus creating competition for the established utilities."

The case involved a loan of \$11,173,000 to the Central Iowa Power Cooperative, part of which was to be used to enable the co-op to furnish power to a member cooperative for resale to a new plant of the Lehigh Sewer Pipe & Tile Co.

REA in making the loan ruled that the new plant of the sewer pipe manufacturing company was "a person without central station electric service."

What brought the fiscal watchdogs of the Accounting Office swooping down on the deal was the fact that the new plant of the Lehigh Co. was to be built only 160 ft from an existing building. And the existing building was being served by a private power utility, now known as the Iowa-Illinois Gas & Electric Co.

The manufacturer had rejected offers of the private utility for power on the grounds it was more expensive than the co-op could supply it. To supply the power, some 20 miles of line would have to be built, the GAO noted.

The GAO accountants also noted that REA officials had taken the position that the law as written would permit government loans to serve rural customers even though service was available and the effect of the loan would be to create competition with an existing private utility. That, the GAO said, was in error.

The ruling, judging from the howls of protest it touched off, will affect more than the one REA co-op. REA supporters in and out of Congress immediately protested that the ruling would cause havoc in the industry.

NLRB now reaches more firms

The National Labor Relations Board is tightening its control over labor-management dealings in retail operations.

Since September 1, the NLRB began exerting authority over many retailers who, up to now, have remained outside the sphere of labor regulation by Washington.

Retail firms doing \$500,000 a year gross business now are accountable to the NLRB in Washington for dealings with their employees.

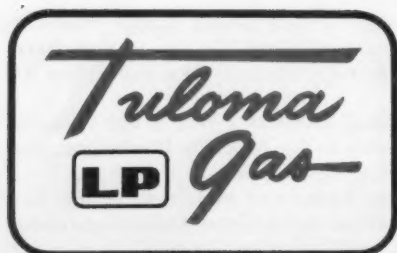
As a result, the rights and privileges of the National Labor Relations Act are now available to many more employers, employees, and unions.



DEPENDABLE — STRATEGICALLY LOCATED

The worry of adequate supply has been long forgotten by the Tuloma contract customer. He knows Tuloma supply sources are among the largest and most modern plants and refineries in the nation, strategically located in 14 states. Tuloma can handle all of his LP-Gas requirements, wherever he may be, whatever the time of year. In other words, Tuloma gives him protection to plan for expansion.

For full details . . . WRITE, WIRE OR CALL THE TULOMA OFFICE NEAREST YOU



DISTRICT OFFICES
 Williamsburg, Virginia
 Moorhead, Minnesota
 Salt Lake City, Utah
 Billings, Montana
 Des Moines, Iowa
 Russell, Kansas
 Houston, Texas
 Midland, Texas



TULOMA GAS PRODUCTS COMPANY

Pan American Building • Phone CHerry 2-3261 • Tulsa, Oklahoma

beyond the mains



RAMBLING THROUGH THE MIDWEST

WANT A REALLY SOUND FINANCIAL INVESTMENT? Lease out an L. P. gas tank. Frank Grasso, president of Grass "O" Gas, St. Louis, told us a few weeks ago that as a pure dollars and cents investment, LPG tank leasing is hard to beat. He earns 10 per cent per year on every tank he puts out. Frank claims that LPG tanks are better investments than super markets. And he should know. He and his brothers are putting up a 30-store shopping center near St. Louis and they only wish they could make 10 per cent on that.

Can a dealer make a satisfactory return on a bulk tank investment and still get new customers? Just ask the Grasso brothers. They went into L. P. gas a little over two years ago and already have more than 3000 bulk customers. It sort of makes us wonder about all of the L. P. gas tanks that are out around the country and don't return their owners one cent. Gas load? Sure, but profit made there is gas profit. It will never make up for the loss of profit on the tank. "It's a funny thing," Frank told us. "The bigger an LPG dealer gets, the more money he owes. An LPG dealer must keep investing as his load increases. We want a satisfactory return on our investment from the start."

But there is more to the tank investment story. LPG business analyst Gordon Allard tells us it is not uncommon for tanks to be written off in 5 to 8 years, thereafter paying their owners 12% to 20 per cent.

LPG DEALERS ARE GOING INTO THE INSULATION BUSINESS. The reason? To take the offensive in the fight against electric heating. Phil Hedback, owner of Bryant-Hedback gas appliance distributorship, told us in Indianapolis that 600 electric heating jobs have gone into Marion County, Ind., in the past year and one-half. The electric boys quote a cost per year for electric heating which is near the cost for LPG. They forget to tell the prospect that the electric cost can be realized only if sufficient insulation is installed. They also forget to say that after insulation required for electric heat is in, the cost of heating that home with LPG would be way, way down.

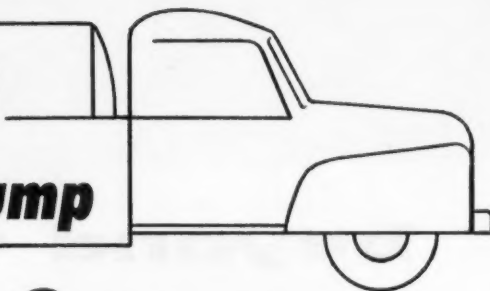
So, for the price of an insulation blower, Indiana LPG dealers are putting themselves in the insulation business. They quote a heating installation cost that includes cost of insulation, then quote an annual fuel bill that makes the electric cost look like a playboy's check at a Las Vegas nightclub.

LOWER LPG TRANSPORTATION COSTS to the midwest, east, and northeast is the business of Texas Eastern Transmission Corp., since converting its Little Big Inch pipeline to petroleum products. We saw the Lebanon, Ohio, terminal of the pipeline and took a peek at the under-construction Middletown, Ohio, underground storage facilities. This company is in the LPG business for keeps, and LPG dealers will benefit.

Martin A. Brower

For Your Delivery Truck

Specify a TC-2 Smith Pump



it reduces vapor problems
(difficulty in picking up the fuel).

it develops highest pressures for fastest
filling of both large and small tanks.

it has ample capacity without
overspeeding the engine.

it fills without vapor return where necessary.

it has the longest service life.

We know from many years of close contact with the users of Smith Pumps that you can be assured of all of these advantages if you will insist that the company installing your pump follow the factory recommendations.

CONSIDER THESE ADDITIONAL ADVANTAGES:

Mechanical seal that is the most trouble-free on the market, one that can be replaced if necessary without removing the pump from the piping and without any special tools. Multiple outlets that simplify piping and reduce installation costs.

Operation in either direction of shaft rotation. No problem with the power take-off. Can be operated with reversible take-off for pumping in and out through the same piping. Is backed by the guarantee of the oldest and largest exclusive manufacturer of LPG pumps. Not an untried, unproved unit.

Designed particularly for truck service to give you every possible advantage. Other makes of pumps were designed for bulk-plant service as well.

Backed by special exchange pump plan that includes the possibility of trade-in on larger or smaller models, should your requirements change.

Buy the Best —
Insist on a TC-2
for Your Next New Truck



SMITH

PRECISION PRODUCTS COMPANY

1135 MISSION ST. • SOUTH PASADENA, CALIFORNIA

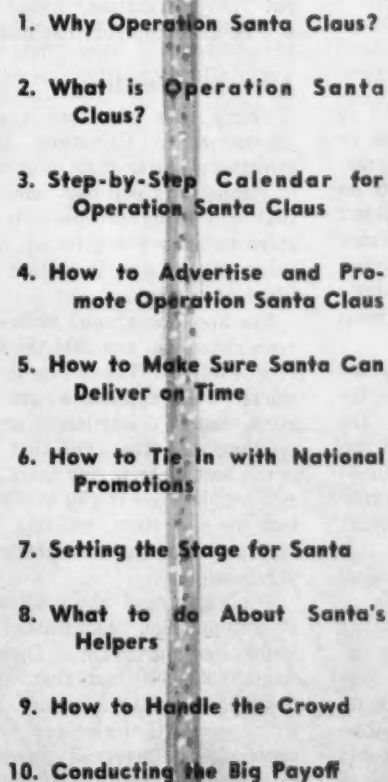
Telephone RYan 1-2293 or RYan 1-2691

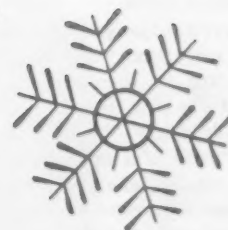
Southeastern Distributor: Pend-Johnston Inc. Warehouses in Mobile, Ala.; Jacksonville, Fla.; Jackson, Miss.

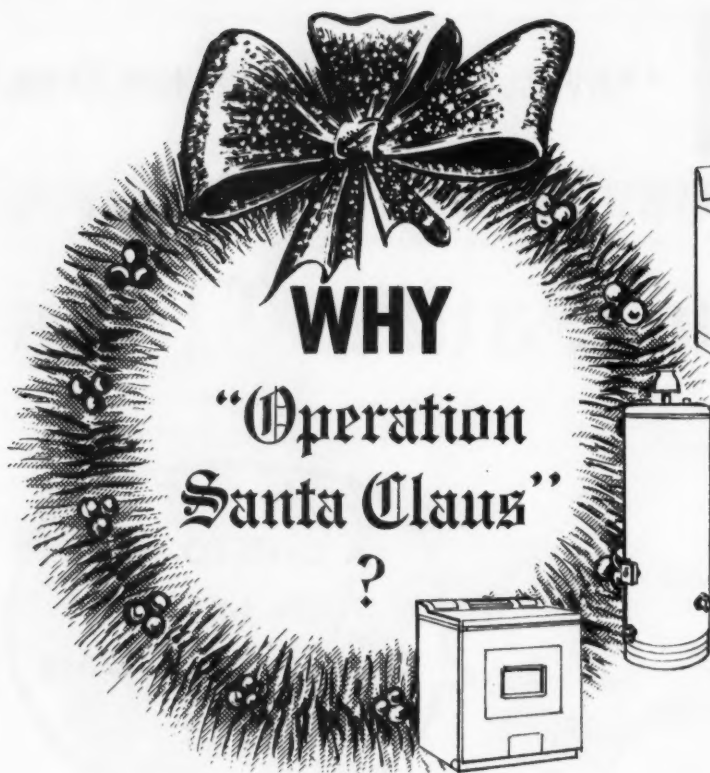
Western States Distributor: Teeco Products, Inc., 3920 West Burbank Blvd., Burbank, California.

Operation Santa Claus

**A Basic 10-Step
Guide to Bigger
Christmas Appliance
Sales**

- 
1. Why Operation Santa Claus?
 2. What is Operation Santa Claus?
 3. Step-by-Step Calendar for Operation Santa Claus
 4. How to Advertise and Promote Operation Santa Claus
 5. How to Make Sure Santa Can Deliver on Time
 6. How to Tie In with National Promotions
 7. Setting the Stage for Santa
 8. What to do About Santa's Helpers
 9. How to Handle the Crowd
 10. Conducting the Big Payoff





the year when competition for the customer's dollar is at its peak. Your chief competitor is no longer just a rival LPG dealer down the street, the electrical appliance dealer, and the department stores in your city. You're going to get just as much of a battle from the furrier, the furniture dealer, the automobile dealer, the jeweler, and the specialty shop. As more money is put into circulation, more hands will be grabbing for that money.

FOR your Christmas selling season, BUTANE-PROPANE News has put together a complete L. P. gas appliance promotional package—"Operation Santa Claus."

Christmas is the season when your appliance sales should be at a peak. Virtually all merchants enjoy such a peak at this time of year, but you have a distinct edge on many of them. Yours is the kind of merchandise that makes *ideal* Christmas gifts.

Today's major gas appliances are much more than steel and chrome. They are in themselves a better way of life that frees the housewife from drudgery. They make cooking a delightful adventure instead of a routine chore, laundering a pleasant, work-free means of keeping the family well-dressed, bathing a luxurious and relaxing experience.

Gas appliances keep on saying "Merry Christmas" every day in the year. Even those appliances that you seldom see make their presence known day after day by the comfort-giving jobs they perform.

Appliances are thrilling

What woman wouldn't thrill to the sight of a gleaming white or sparkling colored range, refrigerator, or clothes dryer in her home on Christmas morning? Who wouldn't be proud to find a handsome space heater, thermostatically controlled, gracing her living room? Today's models are worthy of the most graciously appointed rooms.

Gas appliances are gifts for the homemaker, and they are gifts for the entire family as well. They are gifts for the recently married son or daughter, just now struggling to furnish a home with quality appliances, built to last and look smart for a decade or more.

Since appliances make such ideal Christmas gifts, they are easier to sell at Christmas than at any other time of the year. Christmas is the season of giving, the season of buying, the season when bank accounts are tapped, Christmas clubs cleaned out, bonus checks cashed, and cookie jars raided. People have the desire to buy, and they have the cash to back up that desire.

But Christmas is also the time of

A strong promotion

That's why you need a *strong* promotion at Christmas time—something better than your dozens of competitors will use—something that will bring prospects to your store to shop for gifts of lasting value. That's why Operation Santa Claus was born.

The appliances won't walk out of your showroom and into the homes of gift buyers. The buyers must be shown that appliances are ideal gifts, that LPG appliances are better than any other, and that yours is the best place to buy them. This can only be done if you bring them into the showroom, building "traffic," and turning that traffic into purchases.

What you need above all else is a well-planned, coordinated and well-baited program. Operation Santa Claus is just that. It's a flexible blueprint for action, around which an LPG dealer can build a successful Christmas appliance sales program, tying in at the same time with the AGA and National LP-Gas Council's White Christmas promotion. ■

WHAT IS "Operation Santa Claus"?

OPERATION Santa Claus is an all-out merchandising program aimed at making your appliance sales soar during November and December. How? By casting *you* in the role of Santa Claus.

You don't need a scratchy red suit and an overblown white beard to play the role. All you need do is portray the spirit of giving.

What you give, someone will receive—and that someone will be a customer, or a prospect, or a stranger whom you can convert to a prospect. People love to get something for nothing. Operation Santa Claus in any of its various forms provides opportunities for giving something away and thereby helping you to make sales. It

brings people into your store, exposes them to a demonstration, and gives your salesmen a chance to prove beyond a doubt that a gas appliance is *the ideal gift*.

A flexible plan

It's a flexible plan, one which you can mold to your budget and your sales potential. You can use a few or all of the elements, and in either case you'll be playing the Santa Claus role, as long as you retain the idea of the giveaway—something for nothing.

What should any promotion accomplish? First, it should build traffic in your store. Second, it should stimulate an interest in your merchandise. Third, it should offer an incentive to buy now. Let's see how Operation Santa Claus might achieve these three general goals. First, the bait:

Offer something to pull customers into your store. What could be better than to give them something free—free coffee, free souvenirs, and best of all a chance to win something—still absolutely free.

Free coffee and doughnuts for everyone should be a real drawing card ("Come in and have a cup of Christmas cheer—on the house!").

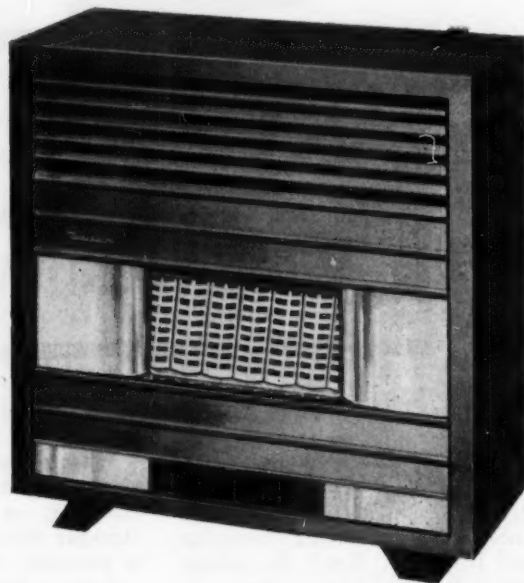
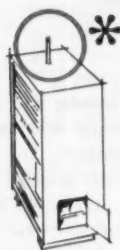
(Continued on page A-31)



THE NEW Dearborn® REGENCY

WITH COOL SAFETY CABINET

LOADED WITH SELL



from every angle

Sells on sight because it's obviously better

- **NEW TREND SETTING DESIGN** and exclusive Dearborn features make the new Regency vented gas area heater the ultimate in sales appeal.
 - **NEW EXCLUSIVE CONTROL CENTER** for convenient finger-tip control. Set it and forget it.
 - **NEW EXCLUSIVE WALL THERMOSTAT** is another Dearborn first — standard equipment with every Dearborn Regency heater.
 - **NEW EXCLUSIVE THERMO-THRUST BLOWER** thrusts up to twice as much warm air out into the room at floor level.
 - **NEW WHISPER QUIET OPERATION** with floating power. Motor mounted on live rubber, eliminating vibration and noise.
 - **NEW COPPERTONE FINISH** decorator-selected to blend with any decor.
 - **NEW DEARBORN THREE-D SALES APPEAL** — lets you sell in depth, from every angle... eases the selling job ahead because the Regency is obviously better.
- * **TRY THIS** — stand a cigarette on end on top of an operating Regency — it will not tip over — **PROOF** that the Regency is the quietest and smoothest running heater on the market today.



Write for all the data on the new Regency Heater and the complete Dearborn line.

Dearborn®
STOVE COMPANY

1700 WEST COMMERCE • DALLAS, TEXAS

BUTANE-PROPANE News



STEP-BY-STEP CALENDAR

FOR OPERATION SANTA CLAUS



OCTOBER 1 to 10

Establish a broad general plan for Operation Santa Claus.

Set up your goals:

How many of each appliance should you be able to sell without a promotion? How many should you be able to sell with an all-out promotion such as Operation Santa Claus? Establish the probable results as a sales quota.

Use the sales quota as a basis of setting up a preliminary budget for the entire promotional campaign. Consider such of the following items as will fit into your program:

Santa Claus—rental of the suit, hiring of a man, costs of gifts to children.

Demonstration—extra personnel required, extra foods and other props required.

Other personnel needs and assignments.

Refreshments.

Store layouts—piping needed for live demonstrations, extra props needed, extra appliances needed.

Set up the timing for the promotion—when it will start, the duration, schedules of special events.

Decorations—Christmas tree, streamers, banners, tinsel, holly, wreaths, stars, Santa Claus heads, etc.

Window display and trim.

Souvenir gifts for housewives.

Bonus gifts.

Drawing gifts.

Advertising and direct mail—newspaper, radio, other media.

OCTOBER 10 to 20

Conduct a thorough investigation of costs and methods. Check costs of all items listed above with suppliers and others, and establish a working budget.

Make a complete overall plan for your advertising. Check your suppliers for available mats and advertising ideas.

Check with the AGA, the LP-Gas Council, and with the newspapers and other printers for available mats.

Establish your advertising costs and break down your budget accordingly.

Enlist the aid of the local newspaper, or of your advertising agency or radio stations in establishing the size of ads to be used—their frequency, the best dates for insertions, etc. Consult your suppliers, AGA, LP-Gas Council, U. S. Steel, and commercial sources on available decoration and window trim materials. Make preliminary plans for decorations.

Check with suppliers on costs of souvenir gifts, bonus and drawing gifts.

Investigate added personnel needs and costs; check on obtaining employees' wives; see if you can obtain trained demonstrators, such as home service girls, home economists, etc.

Work out preliminary scheduling of floor time.

Decide on store's closing hours during the promotion.

Check manpower requirements for fuel deliveries and other operations, and rearrange schedules as feasible.

Check availability of refreshments; estimate traffic, and establish costs.

Check financing of appliances, check deliveries.

Work out a layaway plan, establish a holding payment, arrange for warehousing space. Establish a delivery plan for appliances sold.

OCTOBER 20 to 31

Make final plans for store layout.

Complete ads and submit to newspapers with insertion schedule.

Hire a Santa Claus. Arrange to obtain costume from costumer.

Order souvenir gifts, and make arrangements for quick delivery on reorder. Check on method of making returns of unused items.

Order grand prizes for drawing.

Complete radio spot commercials and give to radio stations with final schedule.

Order additional appliances needed.

Arrange for turkey supplier. Arrange for refreshments.

Decide on employee sales bonus plan.

NOVEMBER 1 to 15

Approve ads.

Complete plans for extra hirings.

Lay out master plan for step-by-step demonstrations.

Hold preliminary employee meeting to discuss promotion plans.

Plan for personal distribution of mailing pieces. Obtain all display materials.

NOVEMBER 15 to 27

Distribute mailing pieces.

Launch advertising campaign in newspapers.

Begin rearranging store. Decorate.

Hold employee kick-off meeting. Explain all details.

NOVEMBER 28 to DECEMBER 6

Begin promotion.

Maintain advertising in all media.

DECEMBER 8 to 13

Review progress of promotion to date, and step up efforts as needed.

Double-check on inventory and make sure there will be plenty for the entire Christmas season promotion.

Evaluate salesman's performance and give them additional training and encouragement as needed.

Make new estimates on needs for additional souvenir gifts.

Make whatever changes might seem to be in order in the general promotional plan. Generally step up the tempo of the efforts leading to the drawing on December 20.

DECEMBER 15 to 20

Stay open every night, if need be, to pull in extra sales.

Recheck all your efforts.

Check inventory and check salesmen's performance.

If any of your decorations are getting dowdy, replace them for the big pay-off night.



Empire helps you sell 12 months instead of 3

**...with the new *HEAT THIEF* *
replacement campaign**

Smooth out those ups and downs in your sales curve! Sell the big replacement market all year around, and make a bigger profit. No installation log-jam -- no seasonal feast or famine. Over 7 out of 10 homeowners are prospects for a new Empire heating unit -- and the exciting new "Heat Thief" replacement campaign will turn these homeowners into live prospects for you! Contact your Empire representative, or mail the coupon below, for complete details on how you can use the new "Heat Thief" replacement campaign and get your share of the big replacement market. Find out, too, why Empire dealers keep 14% to 20% more profit on every sale. Do it today!

** a "Heat Thief" is an old, worn-out heating unit that robs homeowners of comfort, money, health and convenience.*

Be **FIRST** to tell 'em... **FIRST** to sell 'em

CUT OUT AND MAIL

EMPIRE STOVE CO. • Belleville, Ill.

Send me complete information on the new Empire "Heat Thief" Replacement Campaign.



NAME _____

STORE ADDRESS _____

CITY _____ ZONE _____ STATE _____

COUNTER FLOW FURNACES • HORIZONTAL FURNACES • UP-FLOW FURNACES • WALL FURNACES • FLOOR FURNACES • ROOM HEATERS

THE old "build a better mousetrap" idea is dead as a dodo in this age of highly competitive merchandising. No matter how excellent your Operation Santa Claus, no one is going to beat a path to your door unless you advertise it and promote it to the hilt. To bring 'em in, you've got to let 'em know.

You have all the ingredients for a highly successful selling campaign. Don't let a skimpy advertising budget take the edge off its effectiveness. Remember, its purpose is to increase your sales of gas for years to come by increasing the number of gas-consuming appliances.

Before you start your campaign, think of the media that are open to you:

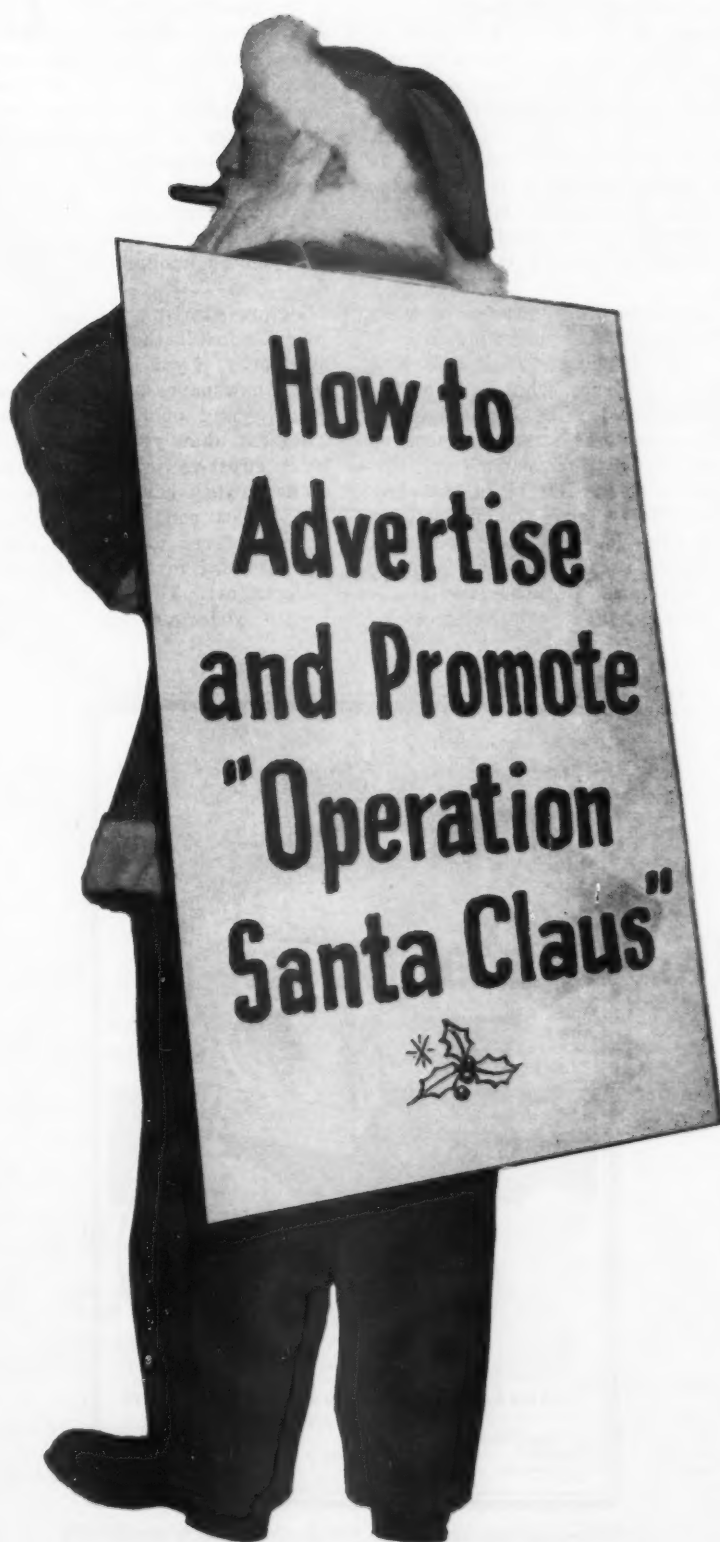
Word-of-mouth. This is frequently the best single medium, and it's the cheapest.

Mailing pieces. These can be highly effective. But they will compete with many other mailing pieces for the addressee's attention. Yours must get more attention to produce results—so plan a dramatic offer and play it up with an unusual mailing piece. Furthermore, you must have a good mailing list.

Handbills. These are cheap and effective, if you have a concentrated market area. But distribution in a sparsely settled market can run very high in cost. And you must make sure they are properly distributed. You can create a lot of ill will by cluttering up people's lawns willy nilly. A preferred distribution plan in small towns is through the Post Office and RFD.

Newspaper advertising. This is a must. You reach a lot of people, and they will be looking for Christmas ideas in the advertising pages. But you must also compete for their attention, so make your ads attention-getters.

Radio and TV. Spot commercials are highly effective and relatively cheap. But they must be



professionally done, and you must get good spots.

Truck advertising. Your vehicles are moving billboards. Use them!

Think, too, of a theme to run all the way through your advertising. A catchy heading or tag line should tie all your ads together. A striking bit of artwork, such as a Santa driving a Homegas Co. truck, or a Santa conducting a drawing, and a heading such as "Santa Is Coming to Homestead Gas Co." will give it continuity.

Analyze the features of your campaign. Are you going to have a free drawing? Then splash it big. Or if not, what is to be the biggest feature of the promotion? Whatever it is, stress it, and keep reminding your readers and listeners of it. But build the campaign up; change the emphasis of the ads. Vary the sizes; start with teasers, perhaps, and build up to a high pitch of enthusiasm.

Your budget can be made to

stretch by using materials prepared in quantity and made available by the LP-Gas Council, AGA, U. S. Steel, and your appliance distributors and manufacturers. Use individual mats and write your own copy to fit. By using these materials, you will also reap the benefits of the national advertising campaigns which all of these groups will be conducting. But don't forget—Operation Santa Claus is a tailored promotion, so tailor these handout materials to fit.

Before starting on your campaign, consult the experts—your ad agency, if you have one, or the local newspapers, radio, TV directors, and printing specialists. They can show you how to do the most effective job for the least money. They can also show you how a "canned" mat—that is, a mass-produced advertising mat—can be used in conjunction with tailored art. They can help you tie in your messages on radio

and TV with your written messages for maximum effect.

In striving to reach an audience, your first consideration should be your present customers. They are already sold on the fuel, so your selling job is reduced by half. Furthermore, they would like to think they are getting preferential treatment. Big department stores play on this characteristic by letting their regular customers know about sales and special events in advance.

So tell them first. Here's where word-of-mouth is effective. Instruct your drivers to tell them that you are going to have a gala prize Christmas sale, with free souvenir gifts, Santa Claus, and a big drawing.

Drivers can hand them mailing pieces. This will assure better attention than you will get from regular mailings. And it will provide a means of rewarding the driver for doing an outstanding job of passing the word along. You can accomplish this by making these mailers in the form of gift certificates for your free souvenirs. They can be keyed with a small letter or number representing the driver or route. This idea then would be for the recipient to bring the certificate to the store and deposit it there.

Everyone who comes into the store will be given a certificate if he or she does not have one. Ask them first if they have one. If they were given one, but lost it, key it in some way when you hand it out so that you can still reward the driver.

All salesmen should naturally hand out invitations to prospects. This will give them a good entree with the prospect.

If you use the gift certificate idea, bear these things in mind: You will want to limit the gifts to one per customer, so work out a method of sorting them and tabulating them at the end of each day.

Your mailing piece-gift certificate should be a real traffic builder. It should offer the free gift and it should spark interest in the prize drawing. And it should tie in with all your other advertising and promotion.

Be sure to indicate that the

A SUBURBAN SHORGAS SUGGESTION

FOR A MERRIER CHRISTMAS GIVE HER A PHILCO-BENDIX

GAS DUOMATIC COMBINATION WASHER-DRYER

Only 36 inches wide
... takes much less space than 2 separate units. Can be used separately as washer or dryer if need arises. Saves up to 20 gallons of water per wash cycle.

The Duomatic washes and dries a full load of laundry in less than one hour.

See the new Philco-Bendix Duomatic at our appliance showrooms listed below:

SUBURBAN PROPANE GAS CORPORATION
The Gas Company Beyond the Gas Mains

U. S. Highway 13, Frederick, Md.
Phone 9-7141

Highway 13, Oakley, Va.
Inter 7-1357

Walker Road, Sweet, Md.
Diner 6748

Highway 14, Bethesda Beach, Del.
Bethesda 3331

Bethesda 3-0123

This ad was used by Suburban Propane Gas Corp. to promote a washer-dryer during its 1957 Christmas campaign.

SELL NORCO GAS REFRIGERATORS...



Model 5865G

Approx. 6.7 cu. ft., free standing, across top freezer with 3 ice cube trays; 2 butter keepers, egg rack, jar rack, bottle stand, full width crisper with glass cover, 4 shelves.

with the exclusive features

EFFICIENT New NORCOLD Refrigerating Unit designed to function efficiently in extreme climates; makes ice even in tropical temperatures. Opens up brand new market potential.

COMPACT New larger storage capacity in relation to cabinet size is a strong NORCO sales feature wherever space is at a premium.

DIMENSIONS	NORCO 5865G	NORCO 584G
Height	44 1/4 inches	33 1/2 inches
Width	24 inches	21 3/4 inches
Depth	26 1/2 inches	23 inches

ATTRACTIVE Smart new styling with choice of WHITE or HAMMERED BRONZE exterior finish to harmonize with any kitchen decor. Pastel green and pink interior with gold and black trim.

AVAILABLE 584G and 5865G available now; order *any quantity, any assortment*. Please specify if LP-Gas models are desired.

Square slimline 9 and 12 cu. ft. models available soon.

Any gas appliance dealer can sell NORCO

Yes, any gas appliance dealer can sell NORCO GAS REFRIGERATORS regardless of what other type or brand of appliances he chooses to sell. NORCO is exclusive only in its features:

COMPACTNESS—Smallest cabinet size in relation to cold storage capacity.

STYLING—Only gas refrigerator to offer a choice of exterior finishes.

EFFICIENCY—The revolutionary NORCOLD REFRIGERATING UNIT delivers top cooling performance when it is most needed—in hot weather. By providing dependable all-weather refrigeration, NORCO removes the one big restriction that has hampered gas boxes in the past. All of these exclusive NORCO features will help you sell the larger models which will be available in quantity very soon. Test the presently available models against anything else on the market and prove for yourself that the future of gas refrigeration lies with NORCO.

Get set today for tomorrow's refrigerator business

Order your new NORCO GAS REFRIGERATORS now!

NORCO, INCORPORATED • Dept. 16, 5111 West Washington Blvd., Los Angeles 16, California



Model 584G

Approx. 4 cu. ft. square cabinet, contoured door, formica table top, vertical evaporator, 2 ice cube trays, 2 butter keepers, egg rack, bottle stand, full width crisper with glass cover, 3 shelves.

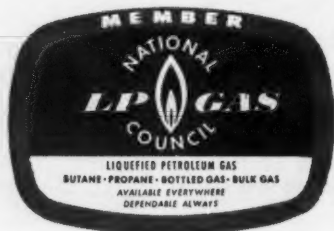
fast
Christmas
selling
 every month of the
 year when you feature

D.W. WHITEHEAD

automatic
GAS
WATER HEATERS



*especially
 designed for*
LP GAS

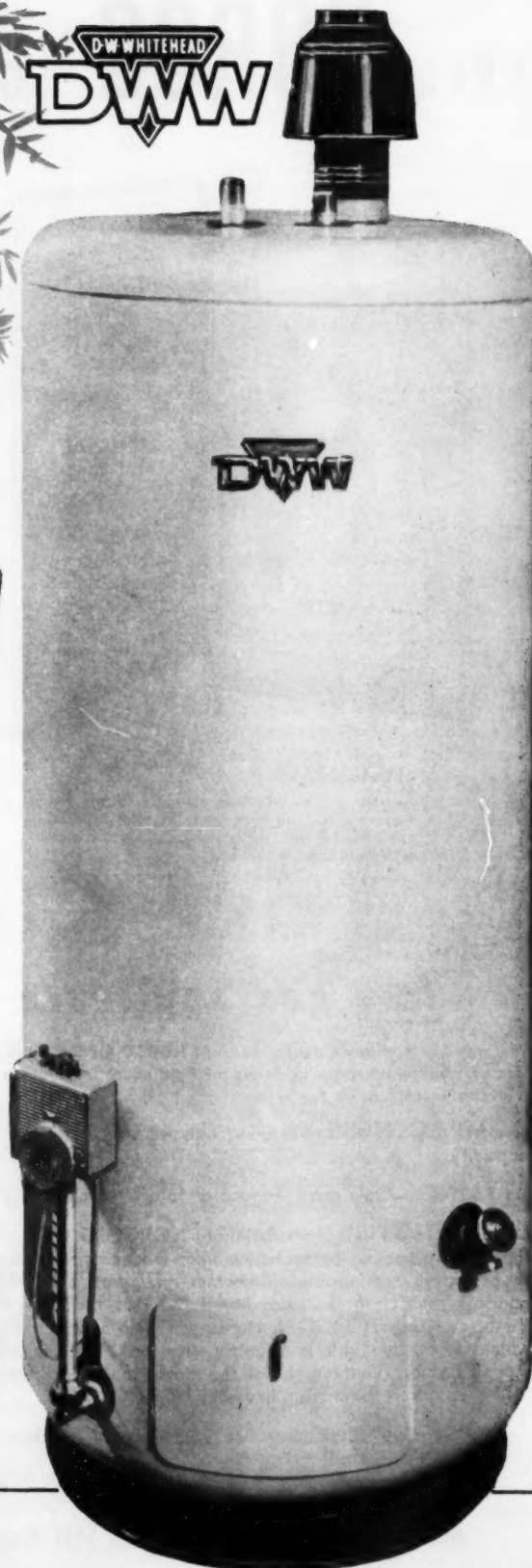


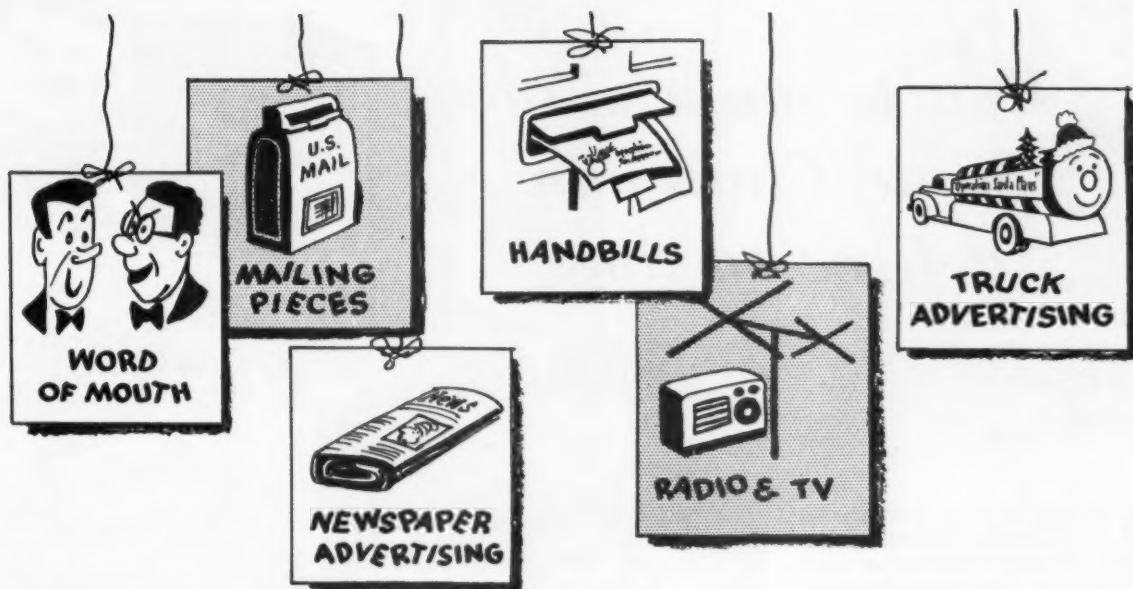
15-YEAR GUARANTEE

NATIONALLY ADVERTISED

D. W. WHITEHEAD MFG. CORP.
1214 Walnut Ave., Trenton, N. J.

D.W. WHITEHEAD
DWW





certificate must be brought in and surrendered in order to obtain a gift. Also, that the person must fill in the form completely. This would include: Name, street address, the gas appliance the person would most like for a Christmas gift, and any other pertinent information you might like to have in your prospect files.

You might prefer to make the mailer a straight announcement and use a separate gift certificate, which could be handed to the person at the store by the floor salesman. But if you want to give your drivers a bonus for bringing in customers and prospects, you would still have him hand out certificates—keyed—to his own customers and prospects.

Handbills. These are produced most easily by simply running off your newspaper ads on handbill paper. The production cost should be extremely low.

Truck advertising. Simple banners pasted on the truck will suffice. But check them daily and if they are getting dirty or torn replace them immediately. Repeat your theme or tag line on them if possible. Keep them simple and flashy. Half a dozen words with a large illustration will be most effective.

Newspaper advertising. This will be a continuing campaign, so plan it carefully. Don't repeat one ad over and over—get some vari-

ety into them while still hammering at the central theme. You might open the campaign with a teaser. This might be a very small ad, but if done well it could be a good attention getter. If your newspaper is a daily, these small ads could be used alternately with larger ads to give more continuity at less cost.

In laying out your campaign, bear in mind that the first thing you want to do is build traffic, and build it early. Traffic on December 24, after the money is all spent, is practically worthless. Traffic in late November is the most sales-susceptible. So in your first ads, you'll have to tease them to make them act fast. Don't let them know that they have until December 20 to get in their registration cards. Make them feel they must **act now!**

Something, in other words, on this order—

"Come in and get your free gift and learn how you can win a brand new wife-saving gas clothes dryer—the ideal Christmas gift—absolutely free."

Later, as you shift the emphasis to the drawing itself, you might put your gifts on a strictly "limited offer" basis ("hurry, hurry, hurry").

All the while, keep reminding prospects of the fine appliances you stock. Don't get so carried away with the idea of giveaways

that you forget that your main purpose is to sell. Your ads might switch emphasis back and forth from time to time.

The little in-between ads, the continuity pieces, could use a catch line or two to tie the whole campaign together.

And don't forget the power of Santa in your advertising. If you are going to have a live Santa, be sure the ads shout it from the rooftops. You shouldn't have too many worries about traffic if the kids know St. Nick's at Homestead. (But don't, for goodness sake, disappoint them. If he's only going to be on duty certain hours, let them know. Don't take a chance on incurring ill will by not living up to your promise.)

Radio and TV spots. Find out when the best spots are. If using TV, be sure to get a spot right before or after Playhouse 90 if you can, or the National LP-Gas Council news broadcasts. Let your local station plan these campaigns for you. ■



How to make sure Santa Claus can deliver on time



A CHRISTMAS promotion poses a problem in inventories. You must be able to deliver on time. Even if you issue gift certificates which friend husband can hang on the tree on Christmas morning, you've got to be able to deliver immediately afterwards.

So you must have enough of everything. But not too much.

Here again is where advance planning is important. First you must make a careful estimate of your needs. At first glance this might look like a blind-flying proposition. After all, how many sales can you possibly anticipate with Operation Santa Claus?

But you do have some guides to use. First, how many appliances of each type did you sell in last year's promotion? This will give you an idea of how many you would sell this year with the same type of promotion. But last year's figure is not completely applicable, because you must take into consideration the condition of the market. Is business up for the year or down? Or was it down the first half, up the second half?

Make a graph

You might make out a simple graph, comparing the records for the two years. If a pattern emerges, you can extend the line on through Christmas to obtain a fair estimate of sales. You can then double check this by using percentages; if business for a certain period is 5 per cent up from last year, chances are your Christmas sales will be 5 per cent up.

But wait! Don't forget Opera-

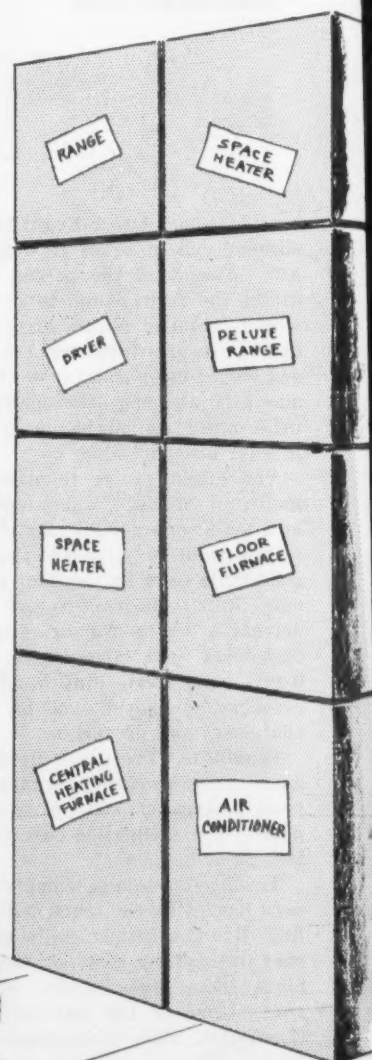
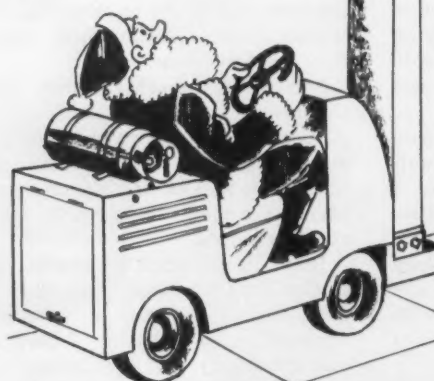
tion Santa Claus. This is sure to increase your sales. But by how much? Have you had some outstanding promotions in the past? What effect have they had on your sales curve? Using Operation Santa Claus, you can confidently expect to do at least as well, probably better. So use the percentage of increase shown in those promotions to arrive at a percentage increase for Operation Santa Claus over last year's Christmas promotion.

All these calculations will give you a working figure. Something which you can start with in planning your inventory for the promotion.

Work with your suppliers

Actual details of appliance stocking and delivery should be worked

(Continued on page A-25)



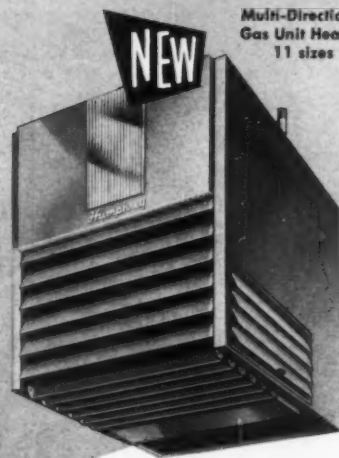


Gas lamps in choice of 3 rich decorator finishes—polished aluminum, Copper tone, Brass tone

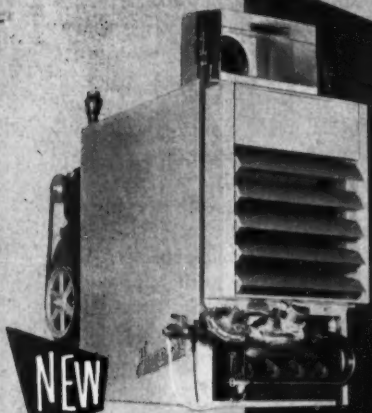


NEW

Multi-Discharge domestic furnaces



Multi-Directional Gas Unit Heaters 11 sizes

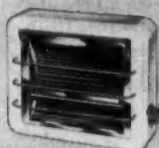


NEW

Duct Furnaces and Blower type Gas Unit Heaters



Recessed wall heaters



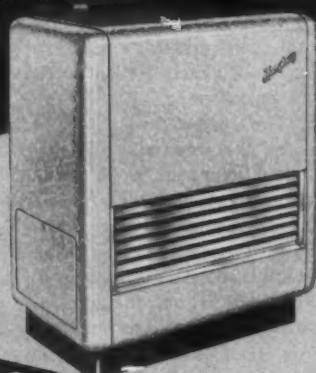
Rafter white enameled wall heaters

Humphrey

offers a whole store-ful of

NEW GAS HEATING APPLIANCES

Tested and Ready for Profitable Selling



NEW

"Director" circulators with Toprol and counterflow fan



NEW

Radiantfire Circulators with Toprol and "Directaire" counterflow fan

"The most profits go to the dealer who offers the the newest and best products!"



Now, as never before, the public wants products that are new . . . different . . . better . . . and the

dealer who can supply such products has the key to top sales and maximum profits.

It's a market made to order for the Humphrey dealer, because he has a complete line of products that are truly new and better.

Because these products are new, their sales appeal is immense. And because they are demonstrably better, they can be moved without ruinous slashing of dealers' margins.

Check into the Humphrey deal. It can be a life-saver in today's highly competitive market.

GENERAL GAS LIGHT CO.

KALAMAZOO, MICHIGAN

How to tie in with national promotions

YOUR Operation Santa Claus will be something unique, your own creation. But throughout the nation there will be other efforts which parallel your own. From them, your campaign can draw strength.

Foremost, because of its magnitude, will be "Operation Snowflake," the gigantic U. S. Steel promotion. Snowflake binds together the entire "Major appliance" industry, including all your competitors selling all the leading types of fuel. Snowflake has spawned other promotions, such as the White Christmas campaigns sponsored by the AGA and National LP-Gas Council. These programs have been take-offs from the parent effort, reshaping the Snowflake theme to make it particularly applicable to gas and gas appliances.

Last year, for example, the AGA took Snowflake's theme, "Make It A White Christmas — Give Her A Major Appliance" and reworked it into, "Make This a White Christmas—Give Her An Automatic Gas Appliance." Then the association pulled the coup of the year by tying up old Mister White Christmas himself, Bing Crosby, and working up special presentations around him. And the National LP-Gas Council tied in with this.

In similar fashion, you can borrow liberally from these other programs. No one will object to your riding his coat-tails; in fact, this is the type of promotion where the more you support these campaigns, the more all the other dealers will benefit.

You'll have plenty of company if you join Operation Snowflake. Twenty-nine thousand appliance dealers have used it. A 1957 survey by Market Facts Inc. showed that 40 per cent of all appliance dealers participated in 1956—and last year even more jumped on the bandwagon.

Says the AGA: "Over 300 gas companies from all parts of the country that have tied in (with Snowflake) report substantial gas appliance sales increases. For this reason, the gas industry's holiday promotion will again tie in with Operation Snowflake in 1958."

As BPN went to press, AGA's program for this year was still incomplete, but expected to be packaged up momentarily. The husband-and-wife team of Fred MacMurray and June Haver had been signed to succeed Der Bingle. A holiday display, which included a 28 x 40-in. background and smaller side cards (see illustration) had been completed, and was available

from the AGA Promotion Bureau for \$6.10 FOB Chicago. AGA also offered a 24-sheet poster, ad mats, radio spots, and premiums and sales aids. The posters and mats can be obtained from the Cramer-Krasselt Company, 733 No. Van Buren Street, Milwaukee 2, Wisconsin, the remainder from AGA, 420 Lexington Avenue, New York City.

AGA will back this material up with national advertising over TV (Playhouse 90) and in the *Saturday Evening Post*.

You will get an even broader impact by adopting some of the Snowflake materials. Beginning on Nov. 17, Snowflake will be supported with the following activities:

Television. Six special commercials selling major appliances will be directed at 25 million televisioners in the 144 U. S. Steel Hour markets. On November 19, December 3, and December 17.

Daytime Television. On December 3, 10, 17, and 24 four White Christmas selling messages will be carried to more than 2,200,000 televisioners on a special daytime TV show.

Newspapers. Starting November 17, Snowflake ads will appear in more than 525 newspapers in more than 400 markets, reaching 25 million in circulation.

Radio. Every day from December 1 through December 14, U. S. Steel will sponsor "Snowflake" commercials on seven top network radio shows having more than 35 million listeners.

U. S. Steel suggests that each dealer bring this national impact to bear at the local market by making extensive use of the Snowflake symbol and slogan "Make It A White Christmas — Give Her A Major Appliance" in his own local advertising as well as for direct mail. These are part of a complete merchandising kit, which also contains the following:

A wall poster measuring 42 in. in length and 20 in. high in four colors for use in the window or in-store displays.

Five merchandising stickers to attach the appliances you are promoting. These are 5 in. wide, 10 in. high and have space for a price to be inserted.

(Continued on page A-24)

More than 15,000 L.P. gas men

read **BUTANE-PROPANE** *News*

. . . key men and "comers," in more than 11,000 LPG plants!

They read it—as you probably do—

to keep up with the thinking, doing, planning of industry leaders . . .

to keep abreast of changing trends in markets and management . . .

to learn what's new today and coming along for tomorrow . . .

to grow *faster* and *profit more* in the L.P. gas business.

BPN builds men for your business.

If you have key men—or men you want to develop into key men for the future—who are not regularly reading B-P News, call this advertisement to their attention and suggest they subscribe.

Month by month, B-P News will broaden their understanding of the L.P. gas industry—add to their know-how and ability—increase their value to you as associates or employees.

The cost? LESS THAN 4¢ A WEEK!

In these days of spiraling prices, it may seem incredible that you can buy so much practical information and education for so little. But the subscription price of B-P News is still what it was years ago—\$2 for one year, \$3 for two years.

No business can be any stronger than the people it employs to carry it on. Urge your key men and your "comers" to subscribe TODAY to BUTANE-PROPANE News—the "headquarters for L.P. gas information" since 1931.

Send the Coupon Today! •

BUTANE-PROPANE News

A Chilton ① Publication
198 S. Alvarado Street
Los Angeles 57, Calif.

BUTANE-PROPANE News, Dept. B, 198 S. Alvarado St., Los Angeles 57

Enter my subscription as checked: { 2 years \$3.00 ☐
1 year \$2.00 ☐

NAME _____ JOB _____

FIRM _____

MAIL ADDRESS _____

CITY _____ ZONE _____ STATE _____



Setting the Stage

OPERATION Santa Claus lives and breathes on the atmosphere you create—the sights, sounds, and smells. Gaiety must prevail, even when business is slow. It can do this if you . . .

Make the place look festive.

Keep up Christmas background music to break the silence.

Let the mellow scent of hot coffee pervade the room.

The festive look

Before you begin to decorate, decide on your layout. The layout will, of course, be dictated by the amount of space you have, the general shape, and location of your showroom. Companies with a large showroom might have two or three ranges being demonstrated, and they might also have plenty of other appliances in operation. On the other hand, the smaller company might only be able to have one appliance hooked up and working. The point here is to have plenty things of inter-

est and yet not to clutter up your store, or to crowd so much that there isn't sufficient room for visitors.

The best advice without surveying each showroom individually, is to include all of the following that you can without violating the above rules.

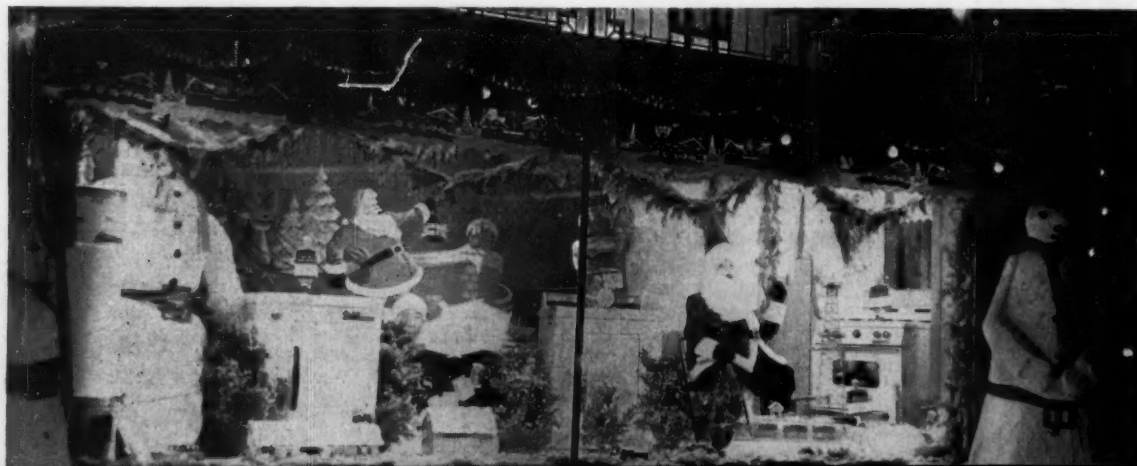
You want to have at least one range in operation and a second one, if at all possible. At least one should be a top of the line model. Both should emphasize the glamour - and - more - luxury concepts. They should be able to perform the amazing things that the best of the new appliances can do—the automatic cut-back on the top burners, the timing of foods in the oven, the temperature sensing of roasts, etc. They should be glamorous in appearance. After all, bear in mind that you are trying to put across the idea of the Christmas gift—and a Christmas gift should have glamour.

If there's space, have a com-

plete laundry set up including a 30 or 40 gal. water heater. (Don't, for goodness sake, connect a 20 gal. water heater because you won't want to be pushing an under-sized appliance.) If you do not sell automatic washers, and have no desire to promote them, there's no reason why you have to use dirty clothes. You can use clean clothes and run them through repeatedly on a short cycle, if the machine will operate in this fashion. In other words, give them only as much treatment as is necessary to deliver them to the clothes dryer in the usual condition of dampness. Try to time your operation so that you can keep the dryer going as much as possible. It might be well to use clothes that are fairly quick drying so as not to tie up the dryer for a 30 or 45 minute cycle. Remember you will want to be showing the prospect the results of the drying, not the actual drying itself.

You'll leave no doubt in the customer's mind that you are indeed headquarters for Santa Claus in 1958 if you do a job of decorating your show window comparable to what George Gibson, Skelgas dealer, did in Lusk, Wyoming, last year. This elaborate display not only pulled in the customers, but it won

for Mr. Gibson the \$1000 award in the Bing Crosby Christmas Window Contest. Note the carload of gas ranges, the operational oil well and storage setup—in fact the whole window which ties together Santa Claus and propane with a high degree of effectiveness. Note, too, the stylized snowmen.



This suburban Wall Heater Display Will Be Your "Santa's Helper" to

INCREASE CHRISTMAS SALES!



This attractive display on your floor will remind prospects that Mother, or maybe Grandmother, needs a warmer home this Christmas. Then, this Suburban Counter-Flo display, will pre-sell prospects, make the sale easier for you and your salesmen to close.

You'll sell more wall heaters because prospects will be reminded to have one installed as a Christmas gift—your salesmen will have more time for other profitable sales when prospects are pre-sold.

Get your "Santa's Helper" in time for Christmas selling. Send the coupon below, now.

Suburban's Counter-Flo is the one gas wall heater that automatically maintains even heat from floor to ceiling . . . Heats floors first. A powerful fan pulls air in through the top grille. It is then forced down over heater combustion chamber, out through bottom grille over entire floor area.

Front panel fits between studs for faster installation—automatically fits any wall 4" to 7" thick.

Only one opening required. Heat exchanger guaranteed for 20 years. 35,000 BTU single wall and 50,000 BTU dual wall models.

suburban
Forced-Air Counter-Flo
Gas Wall Heaters



Samuel Stamping & Enameling Co., Dept. BPN-108, Chattanooga, Tenn. Please rush me full details on Suburban Counter-Flo display. I am a ☐ Dealer ☐ Wholesaler

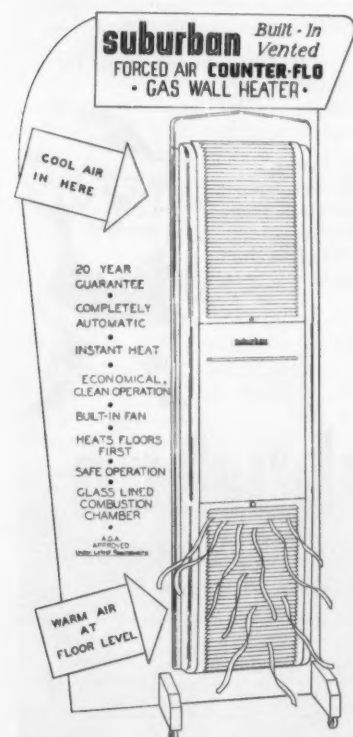
NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

Have an incinerator hooked up and working at all times. This does not take up much space, and is certainly an interesting new appliance—particularly improved models of the incinerator. It will do double duty because you can use it to dispose of coffee cups, coffee grounds, donuts, scraps of paper, and any other refuse as it collects. Perform this little chore with complete nonchalance, but make sure the prospect sees you do it. She will be impressed by the ease with which a kitchen—her kitchen in fact—can be straightened and cleaned up.

Have a circulating type heater hooked up in a strategic spot. Place it so the prospect walks through the air stream and feels the comforting warmth; but make sure that it is thermostatically controlled, properly sized and well placed so that it doesn't overheat the room and make the people uncomfortable.

Keep the floor uncluttered.

Use point-of-purchase materials (from AGA, your supplier, or the LP-Gas Council) at each appliance.



Even wall heaters can be effectively displayed with manufacturers' aids.

Use streamers, tinsel, holly, strings of lights, wreaths, trees, etc. Use overhead twisted streamers and paper bells.

Santa Claus should have a special place, complete with a throne. Have a tree decorated with gift certificates (which you take off one by one as each sale is made). Have a hobby horse, a teddy bear or two, and some comic books to keep children occupied here while you are selling the parents. Provide chairs and a table for the youthful readers.

If you have a show window, build an attractive display there. Don't clutter it up, keep it simple, and spotlight your range or whatever you want to sell most. Make it carry out your theme—Santa Claus, give-a-gas-appliance-for-Christmas idea. Here you can use AGA and LP-Gas Council materials to good advantage. Use good lighting—spots, etc.

Sounds

Get a couple of Christmas carol albums—at least two so that you have a little variety in the music. Buy them plenty early, before the town's supply is exhausted. Don't keep repeating the same tune over and over again. Get a new needle if need be. Delegate someone to change the records as needed. Don't let the records be off for too long. Don't have them so loud as to be distracting. If possible, set up a speaker near the door to carry the sound outside and attract customers. Keep the sound subdued inside.

Scents

You'll have the coffee near the back of the room, but use a circulating fan, if possible, to waft some of the scents out to the door to lure people inside. You might want to broil a hot dog during each range demonstration—everybody likes the scent.

Make sure you have a sink in the back to clean up the coffee. If you anticipate much traffic, have two or more pots, with one full at all times. Top-quality coffee, well-made, is a must. Don't let it get stale. Cook it on the demonstration range—you can use it to demonstrate the keep-warm burners or the burner-with-a-

brain. Keep it right at optimum drinking temperature—about 140°.

Floor strategy

This is highly important. You want to lead traffic from the door, past the registration desk, past the appliances to the back of the room, to the coffee pot, to the demonstration range, and to the salesman. You want to make sure that the kids are shooed off to Santa Claus right away, or at the earliest possible and convenient moment.

Have major appliances up front. If the prospects stop to look at one, the salesman can move in and begin demonstrating. He can maneuver the children off to see Santa, leaving him free to talk. The coffee and donuts can always come later.

The coffee center should be located at the demonstration range near the back of the store so if the prospect immediately moves to this spot, the demonstrator can point out some features of the range as the prospect partakes of her refreshment. The salesman can move in to pick up the sale at the psychological moment.

Remember, stress your hottest items. Don't try to show the customer the whole works if she is really interested in only one thing. Your layout should be such as to make it fairly easy to steer her to whichever appliance seems to be the most logical for her.

Give careful thought to the location of your Santa Claus. You want him off to one side in a spot where he can amuse the children and not get in the way of the grown-ups. In a store with good windows in a down-town location and good street traffic, he probably should be clearly visible through a show window. He will certainly build traffic, so it will pay to show him off. But, still, he should be somewhat removed from the sales floor itself. Perhaps, with Santa in this spot, you'll want to move most of your displays a little farther toward the back of the room. On the other hand, if the showroom is out of town, or at the plant and there's no foot traffic going by, Santa could be almost anywhere. ■

What to do about Santa's helpers



MAGIC as he may be, Santa needs plenty of helpers. If you're going to play Santa this year (figuratively, of course—you'll hire a man for that job), you'll need plenty of helpers. They are every bit as important as old St. Nick himself. Naturally, the number of helpers you'll need will depend on the size of the store.

You and your salesmen are all going to be busy during Operation Santa Claus turning prospects into customers. You'll be expecting a big crowd, and it's going to take your full force to do the sell-

ing. You're going to have to pull in your drivers whenever possible, and you're going to have to reassign duties where you can. But even so, if you get the kind of crowds you should expect, you'll find it's impossible to take care of all your needs with your own staff.

Let salesmen sell

So you want real "Santa's helpers"—people who can be brought in for part-time work, who will not sell but who will do other work—such as serving food and

registering guests—which will take most of the non-selling burden off of the sales force.

Where might you obtain these part-time Santa's helpers? Look among the people you know best—your employees and your customers. Employees' wives may be enlisted for these chores. Among your customers, there may be housewives who would welcome the chance to do a little part-time work and earn a little extra money for Christmas. Certainly, their sons and daughters will want to pick up whatever after school work they can to finance their Christmas buying.

Serious minded students who might some day wish to make a career in the appliance business, or who plan to have careers in home economics, would jump at the chance to pick up some practical experience along with the money.

Select these helpers partly for their popularity. You might find that they will help increase traffic into the store simply by their presence.

Varied non-selling duties

Train these helpers to meet prospects at the door, get them registered for the drawing, lead them to the refreshments, converse with them, and turn them over to a salesman as one becomes available. They can give out literature and can help in their own way to find out what appliance the person is interested in.

Your servicemen and drivers should also be given an opportunity to participate in so far as possible. Give them an opportunity to help the sales force during the evenings on a salary plus commission or bonus basis. Let them know you are keeping them in mind.

Somewhere in your early planning, you should decide what type of personnel you will be needing and how many of each. For example, you might want two students to spell each other as greeters at the door. You will want a certain type of person to be able to keep the coffee boiling. And someone must clean up around

(Continued on page A-27)

How to handle the crowd . . .



**To gain prospects
and build sales**

MEET 'EM

Make certain every prospect is greeted at the door.

SIGN 'EM

Have each prospect fill out a registration card.

FEED 'EM

Free coffee and doughnuts put people in a receptive mood.

SHOW 'EM

Have connected top-of-line models of all appliances on display.

SELL 'EM

Salesmen should be on hand to give talks and demonstrations.

WHEN a customer walks in your door you will want to be ready to proceed with the five steps—"meet 'em, sign 'em, feed 'em, show 'em, and sell 'em."

You've already made all the preparations necessary. You have set the stage with sights, scents and sounds. You have trained your personnel. You have carefully planned your promotion and advertising so as to draw them into the store. Now, you're ready for step number 1.

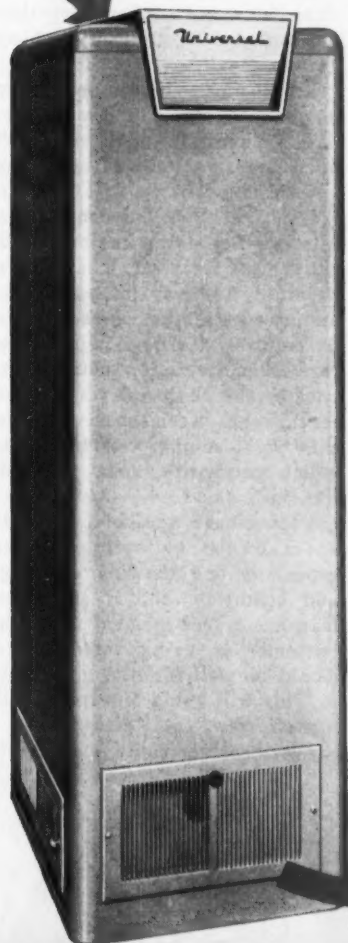
There is nothing that will kill a sale quicker than for a customer to be ignored. Nor is it wise to pounce on her as if you had been lying in wait. So you'll have to be gracious about greeting her at the door—prompt, but not overly eager. She has come in to get her gift and to qualify for the free prize drawing; so this is the first thing she has on her mind. Right

near the door, then, you should have a sign that would be easily visible showing her where she may register. Nearby there should be a hostess to provide the registration form, pen, pencil, and any assistance necessary. This might be at a special table in a large store. In a small store it could be at the counter with the cashier or bookkeeper doubling as hostess.

You may have used the gift certificate idea suggested earlier, or perhaps you have some other method of presenting a gift. In any event, you will want to make sure that somehow, you get the customer registered—her name, address, appliance or appliances in which she is immediately interested, etc. If you don't use a gift certificate, you could have this in the form of a registration card. But in any event, a hostess

HOT IDEA*

makes Universal the
hot selling gas space heater line!



** Automatically regulates...
continuously circulates
pre-heated ceiling air
evenly over entire room!*

- COMFORT** Balanced heat from floor to ceiling throughout the room. Guaranteed!
- CLEAN** Circulates only filtered air. Filter easily removable for cleaning.
- COMPACT** Takes 50% less floor space than conventional space heater models! Adjustable vents.
- QUIET** Advanced design heat exchanger never pops, roars or rumbles.
- QUALITY** Famous Universal lifetime burners, fiberglass and foil insulated cabinet.
- QUICK INSTALLATION** Completely assembled, ready for installation. Flue can be connected top or rear.



See your Universal Distributor or call
Cribben & Sexton Co., 700 N. Sacramento Blvd.,
Chicago 12. Phone VAn Buren 6-4600.

UNIVERSAL

CONSTANT COMFORT GAS SPACE HEATERS

CRIBBEN & SEXTON COMPANY, CHICAGO 12, ILLINOIS. A COMPLETE LINE OF DOMESTIC AND COMMERCIAL
GAS RANGES, BUILT-IN RANGES, DISHWASHERS, GAS CLOTHES DRYERS, AND SPACE HEATERS.

Handle the crowd . . . Turn every registrant into an L. P. gas appliance customer

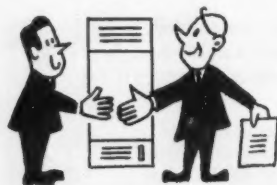
should be there to help her with it and to place the record (whatever it might be) into a box. The hostess should also make a note at that time of the person's name so she could call her by name and can introduce her by name to a salesman. She should also make a



MEET 'EM

note of the appliances in which she is interested.

The salesman should be alert to take over at this point, if they're not already busy with another prospect. However, to bridge any gap, the hostess can escort the prospect to the coffee counter and direct any children to Santa Claus—in case they haven't already found him. Somewhere between the registration and the completion of refreshments, the sales-



SIGN 'EM

man will have stepped in. If the store is properly laid out, while the person is munching on refreshments, she will be having an opportunity to witness a range demonstration. If she is showing a great deal of interest in this latter, the salesman should stand by to take over at the proper time.

The free souvenir gift might be given out at any time in the course of events. But it would

seem best, all things considered, to hand it out early. Perhaps the hostess should do this at the time the person registers. It would be unfortunate if she spent her entire time of her visit wondering what she was going to receive, and when she was going to receive it.

This all ties in with the hostess' functions. She is there to make the customer feel welcome, and put her in a relaxed mood. She's not there to sell; but she's there to handle all the preliminaries to the sale, if necessary.

A good hostess can do a quick job of sizing up the prospect. Does she show an interest in the



FEED 'EM

clothes dryer? Let her stop there and make a remark or two about it. This could be a salesman's cue to move in. Or if the salesman are still tied up, the hostess could move on with the customer to the refreshment center and pass the word along to a salesman that the clothes dryer is the thing that she is most interested in.

Parenthetically, if it is the clothes dryer that she shows an interest in; and if there is only about five minutes left on the drying cycle, it would be a perfect opportunity to tell her that after she has finished her coffee you want her to see how nice the clothes feel after they have been completed. In other words, leave her hanging so you can draw her back again.

Make sure the coffee is not too hot. This is important. You will want the customer to drink it fairly quickly. Don't fill the cups

too full; but don't appear to be stingy either. Use good quality paper cups with handles, which will hold liquids without dripping or becoming soaked through, and without being uncomfortable to hold.

Have several refuse containers (neat ones, and don't let them get overfilled) at strategic points, near appliances to which you want to attract your customers.

Arrange to have an ample supply of donuts. Make it possible to pick them up several times a day, if necessary. And keep them covered for sanitation and appearance sake.

Don't load your customers down with plates. Serve the donuts with papers—this way she'll only need two hands for eating, not three.

Don't rush her, but don't let her interest die. If the customer who showed an interest in a clothes dryer on her way in, now shows an interest in the range, be prepared to go through a complete range demonstration but get her back to the clothes dryer when it is through. Keen observation at this point might well bring out which appliance most interests her.

If you have a record of appliances owned by each customer, especially one showing their age and condition, and if the salesman has a free moment while the customer is being refreshed, it would be well for him to refer to it. This will guide him in his selling efforts.

Now, salesmanship comes into



SHOW 'EM

play. Do your floor people know how to sell, how to demonstrate, and do they know the appliances they are showing? They will if you have thoroughly trained them.

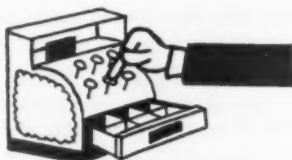
Get copies of the series on

"How to Sell" various appliances by Carl Abell which have appeared in BPN each month beginning last March. Study these carefully, and have your personnel study them. Run through some sample presentations for them before you put them to work. Teach them the elements of selling. Have a standard sales "pattern" prepared in advance, so that they might study it and memorize it. Nothing will give them more confidence and effectiveness than to have a "pitch" prepared in advance even though they will (and should) digress from it.

Don't try to demonstrate every appliance in the place. If possible, let the prospect get a glimpse of everything. Study her reactions; then when you think you've found her (or his) preference, pounce on it.

It's been suggested that you have a demonstrator at the range at all times. This is not absolutely necessary, but the range lends itself ideally to demonstrating. If you have things cooking on it, the smells will whet their appetites to buy. The range can be romanced better than any other appliance, and romancing the merchandise is the basic concept in nearly all selling. You "sell the

sizzle, not the steak." You sell not the burner with a brain, but what the burner will do. Arrange to have foods at hand with which you can repeatedly demonstrate this burner. Show dramatically how the oven control works. Time the boiling of water. Have a roast



SELL 'EM

turning on the spit. Vary your demonstrations from day to day.

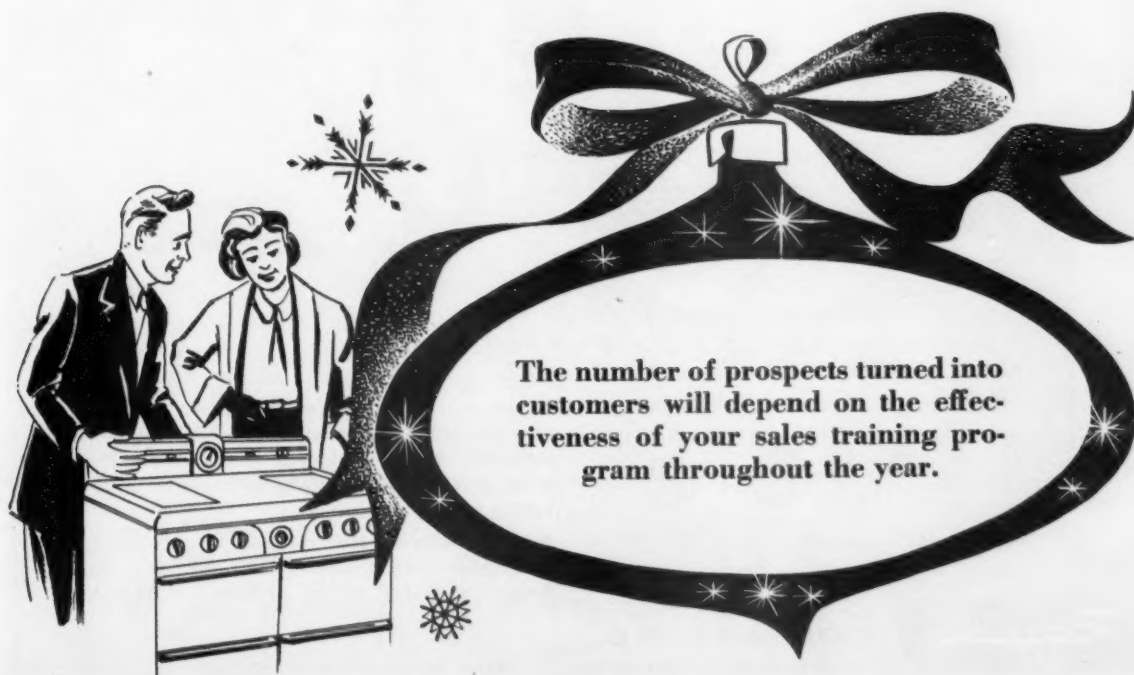
But keep it simple. Don't try to get overly fancy in your demonstration so that you lose control of the promotion. There are many demonstrations that can be used—if you don't know any that seem suitable, check with your supplier and he can certainly give you some hints. GAMA has compiled a number of demonstrations that are very effective, simple and cheap to put on. Steer clear of gimmicks and cute tricks. These can be effectively done at another

time of the year. But here you're trying to show how beautifully your range will perform.

What you cook during your demonstration should not be so elaborate that it's going to cause a clutter. You should plan it so that disposal of any cooked food will not be a major problem. Plan carefully how you are going to dispose of it.

About at this point, you will be wanting to sign her up. We are hoping, of course, that she'll have her husband with her because since it's going to be a present principally for her, it's a little dubious that you'll be able to get her name on the dotted line. However, don't despair at this point because, after all, she's the one who tells her husband what she wants for Christmas and her wish is frequently her command at this time of year. So if you can't get her to sign, be sure you give her a very good reason to come back and bring her husband with her, or arrange an interview at their home. Tell her you have some very unusual financing plan, and an excellent lay-away plan that you'd like to discuss with him.

In other words, make it perfectly natural for her to come back again. ■



The number of prospects turned into customers will depend on the effectiveness of your sales training program throughout the year.

Ready-made display materials available

EFFECTIVE decoration is a must at Christmas Time. The AGA, the National LP-Gas Council, and U. S. Steel offer an excellent selection of materials.

If you want to achieve individuality in your display, it might be wise to check one of the display companies.

One company with national distribution has offered such items as the following:

A Christmas display kit including nine items for \$19.95. Included were two Santa head plaques, a Santa and one Santa and chimney dimensional unit, a ski-girl for full color photo panel, a Santa full color photo panel, a Christmas tree displayer, a roll of snowflakes red trim, a roll of bells and holly border, and a roll of silver foil molding.

This company also produced panoramas for use as background to establish a wintery atmosphere. These were 18 ft long and 40 in. wide and printed in three colors. Each roll was priced at \$5 to \$6.

Other materials that might be used are trim paper for walls, pedestals, posts, display tables, windows, etc. Forty-five foot long borders selling for slightly less than \$5 each are available for trimming windows. Many photo panels and silk screen panels were also offered as were Santa and chimney dimensional units, etc.

The use of such materials as these will lend individuality to your display. They may be obtained from your local or nearby decorating company. ■

(Continued from page A-14)

A six-page plan book to show how to plan the "Operation Snowflake" and set up attractive window and floor displays.

Reproduction art sheet. The drawings on this sheet can be taken off and used for ads or store display.

In addition to the free merchandising kit, there are certain special displays that are available at a price. Included are two separate window kits, one consisting of 50 pieces and the other of 100 pieces. There is also a three-piece banner which has a "Make a White Christmas" sign in the center flanked by "Give Her A Major Appliance." Operation Snowflake also offers a gift-wrap bag made of polyethylene, which is big enough to hold ranges, dryers, and refrigerator displays together with ribbon.

For "Operation Snowflake," the special displays, the free merchandising kits, etc., can be obtained from R. T. Stratton, Operation Snowflake, 450 Syndicate Street, St. Paul 4, Minnesota. ■

Another Raypak First

THE FIRST COPPER TUBE
HEATING BOILER BACKED BY A
20 Year Guarantee



Approved
by A.G.A.



Complies with
A.S.M.E. code

At least a score of years of sound performance may now be added to the efficiency, economy of installation, copper and bronze waterways and many other advantages enjoyed by users of Raypak boilers on hydronic systems.

Raypak's fabulous stainless steel burners and gas modulation systems combined with the above make Raypak hot water boilers superior - - - BY FAR.

Raypak

COMPANY, INC.

Engineers-Manufacturers

2416 CHICO AVENUE, EL MONTE, CALIFORNIA

(Continued from page A-12)

out carefully in advance with your suppliers. Find out first, from your distributors, how long it will take to get shipments in. Then warehouse enough of each appliance to meet the estimated requirements for such a period—plus an additional three or four days to allow for delays in transportation. Of course, you will have to expect that the freight lines will be jammed up just before Christmas so don't cut it too thin. However, you know most of your deliveries will be made right around Christmas time, so take this into consideration in your planning.

In what volume are you going to order appliances? The temptation will be great to try to take advantage of quantity discounts at the risk of over-stocking. There may well be ways in which quantity discounts can be obtained from distributors without having to commit yourself to more than you really need. In view of the extra efforts you are putting forth in Operation Santa Claus, your distributor should be anxious to go just as far as possible in cooperating with you.

Small inventory

If your delivery plans are made carefully enough, and if the large bulk of your sales is to be made on a delivery-for-Christmas basis, you should be able to go into this promotion with a rather small inventory. The only catch is that you must be absolutely assured that you can get the stock when you want it and need it.

One thing that would be well to bear in mind: The appliances which you are going to be showing and demonstrating will probably be the models which will be sold in greatest volume. Therefore, it's only common sense to demonstrate models that will be both easily sold and readily obtainable in quantity. Bear in mind, of course, that you want real "quality" appliances for this purpose.

And by the way—should you go into this promotion period overstocked on one or more items, it might be well to tag them as "while-they-last specials," and make a cleanup deal on them. ■

THE CROWN LP GAS RANGE

- ✓ Measure it for Size
- ✓ Examine it for Quality
- ✓ Test it for Performance
- ✓ Check it for Service
- ✓ Compare it for Value

any way you figure it . . .
the CROWN Range is
BEST for LP Gas
for the LPG Dealer

Crown . . . year in and year out . . . the gas range that keeps in tune with the tempo of the times . . . style wise . . . price wise . . . performance wise . . . engineering wise . . . with a complete assortment of models and sizes, including 20, 30, 36 and 40 inch ranges.

30" CROWN LPG RANGE

With its extra oven capacity, fine design and compact size the Crown 30 is one of America's most popular ranges . . . especially ideal where space is limited.



36" CROWN LPG RANGE

America's most popular range...with the advantages of big range capacity plus storage space, in a compact design . . . also available in a gas kitchen heater model

40" CROWN LPG RANGE

The ultimate in a gas range with every worthwhile feature of service convenience and performance. The Crown 40 is available in a gas kitchen heater model with heater on right or left side.



CROWN engineered for top performance
... with LP gas

Crown is endowed with a priceless asset . . . a background founded on the specialized experience of three-quarters of a century of stove building . . . where quality and perfection of performance is of more consideration than mere price . . . yet where true value is the supreme yardstick by which all advancement is measured. Crown is built for durability . . . for lasting satisfaction . . . for long years of trouble-free service . . . with a pride of craftsmanship in its construction that guarantees . . . **ONE . . . You just can't buy a better gas range than CROWN**
TWO . . . You just can't go wrong when you decide on CROWN

CROWN STOVE WORKS

Builders of fine ranges since 1887
Chicago 50, Illinois

To Sell Them On LP-Gas

...Sell them



Siegler

Exclusive Features

- Patented inner heat tubes
- Patented built-in blower system

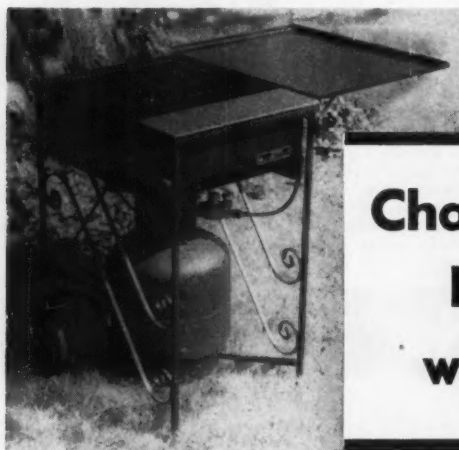
Exclusive Performance

- "Traveling" Floor Heat

FIRST IN Advertising Support!

Siegler gives you a generous dealer advertising plan that sells Siegler heaters *and your business!* Nationally, Siegler backs you with the biggest advertising campaign in the business.

SIEGLER HEATER COMPANY, CENTRALIA, ILL.



Charcoal Type Broiling with GAS

- **CONVENIENT** Light the Gas . . . Ready to Broil
- **ECONOMICAL** Less than Half the Fuel Cost of Charcoal
- **CLEAN** No Ashes . . . No Dust
- **ORDER NOW . . .**

Chicago Combustion Company

318 Cliff Lane • Cliffsides Park, N. J. • Whitney 3-0400

Two LPG dealerships give gift suggestions

WHAT would make an ideal give-away gift?

Pyrofax Gas Corp. has made available a set of Gilbert electric trains, which are priced specially to the dealer at \$13.95. The train company offered a newspaper mat announcing the availability of the gift with the purchase of a "distributors special"—any appliance that the dealer might want to feature.

Skelgas had a great deal of success with a Christmas table-cloth. This is a plastic affair in green, red and white measuring 54 in. by 72 in. Skelgas suggested that these be either given away as a good-will item or resold on the no-profit basis to encourage people to come to the dealer's store. In 1957, over 30,000 of these table-cloths were distributed in this fashion. These cloths were available from Plasticloth Products, Inc., New York City.

Another Pyrofax item gift which was made available last year was a wood carving tray with chrome skewer attached. Pyrofax made this available to the dealer with each order of any one of several models of Pyrofax gas ranges. Pyrofax suggested that this item which retailed at \$6 be used either as a free gift to the customer who bought one of the models, or a bonus for the employee who made the sale. ■

(Continued from page A-19)

the place and run errands. Hire them with these specific jobs in mind.

One of the most important jobs will be that of the demonstrator. Obtain, if you can, a professional—a home service girl or a home economist. If you can't, enlist the services of your wife, or of the office girl, or an employee's wife. Or you might find a retired woman who is known to be an excellent cook. Coach her carefully on what she is to do. If you can't get a top-notch person for this role, play its importance down—that is, let the salesman step in and help.

Designate someone to keep refreshments in constant supply. The demonstrator herself might do this—or at least she'll be responsible.

Dress her in an attractive cooking costume—preferably in white. Make sure she is the neat, clean type of person who always makes a favorable appearance.

Santa himself

Now that you've thought about all the helpers, think about old Santa himself. You are the real Santa; but there's going to be a make-believe Santa too—an in-the-flesh, red suited, white whiskered gent. Here's a role many retired oldsters would like to play, so you shouldn't have too much trouble finding a good one. Many of them would probably do it for very little pay. A pensioner, anxious to pick up a few extra dollars, would be tickled to play the jolly old gent and get paid a modest sum, too.

If your cash position is tight, consider sharing him with one or two other stores. But make sure he has regular hours in your store, so customers can count on his being there. You won't need him for the entire day—maybe a peak three hours a day would suffice. You can arrange to have other employees substitute for him on some of his chores, if necessary. (They won't need the red suit to do it. They will simply give things away.)

Take care in hiring. A man who drinks or even smokes too much

will offend mothers. Make sure he is an extrovert—a jolly type who loves kids. Get a man in good health who can keep a cheerful countenance during a three-or-four-hour stint. Hire him early—others may beat you to it. Make sure he looks the part. Get a man you know personally, or one who has excellent references. Santa could backfire.

Carefully coach him in his duties. Santa should offer every child a place on his knee, but not force the issue with timid ones.

He should have a standard pattern. He should be a "take-charge" type, herding children in and out firmly but without making them angry. He should take extra care of his appearance, wear a clean uniform, boots, keep his beard clean, his hands clean.

Play him up big in all your advertising and promotion. Have his wander out in front of the store and distribute small trinkets at times when you are not busy, or to wave at motorists if you are on the highway. ■

THE NEWEST ADVANCEMENT IN LP GAS APPLIANCES

TURNER. QUICK SET

STOVE and LANTERN

FOR USE WITH BOTTLED LP GAS



Light Heat Cook

Here's your big opportunity to cash in on the outdoor, trailer, farm and emergency light and heat market. For the first time you can sell portable lighting, heating and cooking units that can be used with any size storage tanks. For years the market has been crying for such a product and now Turner makes it available for you. Sell Quick Set and you open up gas sales to hundreds of new potential customers.

- ★ For use with all sizes of storage tanks
- ★ For Boats
- ★ For Trailers
- ★ For Farms
- ★ For Emergencies and Disasters
- ★ For Contractors and Construction Work
- ★ Special mounting bracket, fastens anywhere



Colorful display carton doubles as convenient carrying case. Complete merchandising material including ads, mats, photos, radio and TV scripts.

Write for literature and prices

THE TURNER BRASS WORKS

821 Park Avenue, Sycamore, Illinois • Established 1871

perfect for bedrooms...

Just Look At These Sales-Making Features...

SAFE — Burns no room air. All products of combustion are power vented outdoors. Has 100% safety pilot.

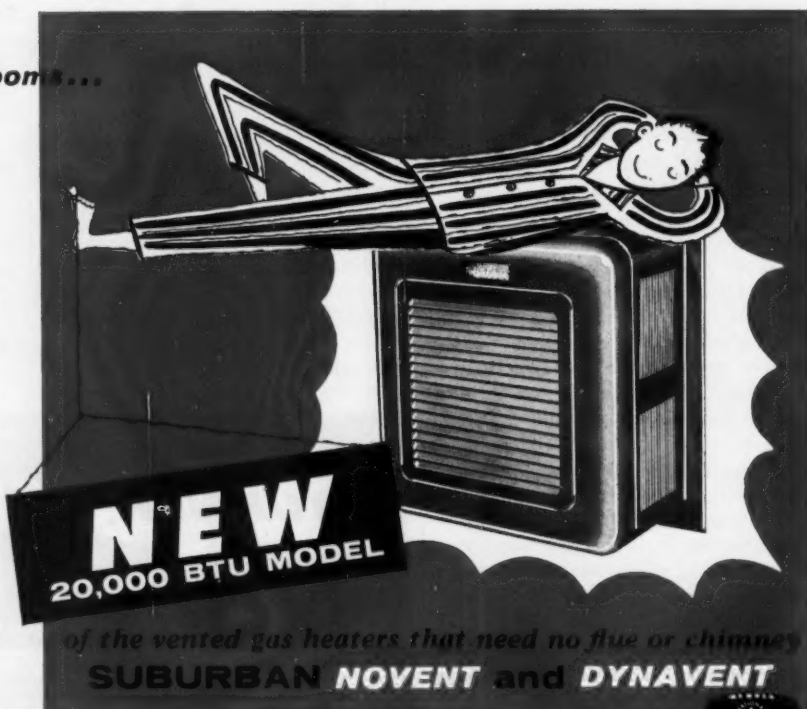
FAST — Heat starts instantly and is circulated throughout heating area. Ideal for motels which keep heat down in unoccupied rooms.

Saves up to 30% in Fuel Costs

COMPACT — Only 14" wide and 14½" high. Easily installed between wall studs, without framing. Also may be installed in window. Takes less than one cubic foot of room space.

AUTOMATIC — Thermostatically controlled for *silent*, automatic operation. Available with either a built-in temperature control or wall thermostat.

VERSATILE — Although heater was designed especially for bedrooms, it is also ideal for offices, playrooms... wherever dependable, clean, healthful heat is desired.



NEW
20,000 BTU MODEL

of the vented gas heaters that need no flue or chimney
SUBURBAN NOVENT and DYNAVENT

**Also available in
35,000 BTU and
45,000 BTU Models**

SUBURBAN APPLIANCE COMPANY
General Offices Whippany, N. J.
Factory Dayton, Tenn.

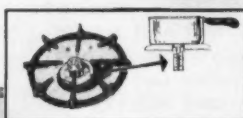


it takes.... *Enterprise*

Perfectrol,
"the burner with a brain"



G-18364-S-CP



**to offer so generous
a floor plan!**

No down payment is required when you floor plan Enterprise gas ranges. There are no charges of any kind for the first 90 days. And, only one-half of one per cent on the balance outstanding is charged from 90 up to 180 days.

This generous Enterprise floor plan gives you time to sell at the profit you should have. And, you have something extra good to sell: non-rust porcelain finish inside and out, one-piece all-welded chassis, Perfectrol automatic top burner, Kitchen-Mated color panels.

A generous cooperative advertising allowance is available to help get the Enterprise story to your prospects. Ask your Enterprise-ing salesman about it.

PHILLIPS & BUTTORFF CORPORATION
Nashville, Tennessee ... in our 100th year



Conducting the Big Pay-Off

THE climax of Operation Santa Claus will come December 20, the Saturday night before Christmas, or whatever other night you hold the Big Payoff.

At this point, your promotion will be drawing to a close. You will have built a lot of traffic and made a lot of sales, and most of your Christmas selling will have been completed. But you have promised your prospects something big; you have used the Big Payoff as a powerful drawing card, so you won't want to let them down. The Big Payoff must be every bit as big as advertised—bigger, if possible.

Registration cards

You don't want to let yourself down either. You want to carry the impact you have created with Operation Santa Claus forward in-

to the new year. That's one of the main reasons why you will have the drawing. The registration cards comprise a potent prospect list—one bursting with good, choice leads. How do you know what appliances the housewife is in the market for? She's told you! So those cards are all-important. Make them work for you!

The number of cards you will obtain will be in direct ratio to the amount of interest you are able to stimulate in the Big Payoff. So that's why we say—make it real good.

Prizes

What should you give for a prize? How many prizes should there be? That's your decision. Much depends upon the size of your company and what you can afford, and upon the anticipated

results of Operation Santa Claus. First prize could be any appliance of the winner's choice or a sizeable credit on any appliance. Whatever it is, it should have some real value if you are going to build an entire party around it. Your lesser prizes can be more modest in price. A propane-fired camp stove and lantern, a hand torch for the men, a turkey platter or carving sets for the ladies, a \$50 credit on the winner's gas bill—all these would make the respective winners feel the drawing was a huge success.

Conducting the drawing

The drawing should be played up as a big event with a packed house. It helps to have special entertainment—possibly a small band or orchestra—and special refreshments suitable for both adults and children. And promote these “to

HOMESTEAD GAS COMPANY

Registration for Prize Drawing

Name _____

Address _____

Town _____ Phone _____

The L. P. gas appliance of my choice is a _____

I now have got _____ have not got _____ an L. P. gas installation.

I now have the following appliances in my home:

Appliance	Gas	Electric	Other (specify)	Approximate Age
Range	_____	_____	_____	_____
Water heater	_____	_____	_____	_____
Clothes dryer	_____	_____	_____	_____
Refrigerator	_____	_____	_____	_____
Heating	_____	_____	_____	_____
Incinerator	_____	_____	_____	_____
Air conditioning	_____	_____	_____	_____

It is not necessary to be present to win

Suggested registration card for prize drawing. This then becomes a choice prospect card.

for
**Welcome Warmth
Everywhere**

Martin
Gas Heaters

9 Vented Heaters
15,000 to 85,000 BTU
25 Unvented
Heaters 10,000 to
50,000 BTU
Send for new catalog
showing complete
Martin Line and
dealer aids.

Look for the Emblem

MARTIN STAMPING & STOVE CO., Huntsville, Ala.



the hilt." Be sure to announce all along that the winners need not be present to win—that's the excuse for asking for their name, address, and phone number on the registration card. The drawing should be held in the middle of the evening—9 o'clock is a good time. Drawing should be made by the mayor, president of the chamber of commerce, or some person of real or temporary prominence. If the container will hold all the cards without crowding, how about using a clothes dryer as the tumbler from which the winning cards are drawn?

Promote the contest and the winners to the limit through the local papers, radio and TV stations. The local paper will probably be willing to send a reporter-photographer out to the party, and will run a good publicity story. Or if you prefer, stage a special presentation in the showroom either the 22nd or 23rd, and get the picture and the writeup in the paper before Christmas.

Follow-up

A special follow-up could be arranged by sending out a mailing to all registrants who look like prospects, telling who the winners are and telling the story that "everyone who registered can be a winner by buying the appliance that they need at Homegas." Special inducements could be offered—a bonus of a certain amount of free gas with each purchase, or special cooking utensils—or "no payment until February 1 (on approved credit)."

The important thing is to work the prospect list to the limit while the people are still interested, and before they spend all their money for new automobiles, fur coats, or anything else that might compete with the purchase of an appliance. Any such special offer should be explained at the time of the drawing.

Everyone likes the Christmas season and everyone likes free refreshments, excitement, entertainment, and gifts. Put these all together and you have Operation Santa Claus—a natural for promoting and selling the most wanted of all Christmas gifts, an L.P. gas appliance. ■

(Continued from page A-3)

It's relatively inexpensive, it gives a welcome break to shopping, particularly on a blustery December day, and it holds your visitors long enough for you to start building interest in your wares.

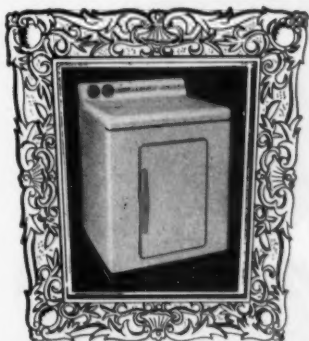
Something for the kids

Offer something for the kids. As a drawing card, a real live Santa just can't be beat. The idea is old, but it's not stale. To the kids, the jolly old guy is exciting and a bit mysterious, and even if he has a dozen alter egos scattered around town, they're still going to want to see *your* Santa—if you advertise and promote him effectively.

And have old St. Nick give them something! Almost any small trinket will do—even a balloon, although something a bit more imaginative might be preferable.

Santa will perform two functions: He will help attract mothers of small children, who will be among your best prospects, and he will keep the kiddies occupied while mother becomes acquainted with your merchandise.

PORTRAIT of a PROFIT MAKER



WALDORF Automatic

L-P Gas Clothes Dryer
A.G.A. APPROVED

Deluxe Model has attractive back splash... 3 stage temp. selector... 120 min. Timer Control... automatic pilot ignition. Also available with manual ignition. Smooth, no-shag 27" drying drum... front & rear bearings... takes up to 20 lbs. wet weight... front lint trap... front & rear venting... direct air flow for max. drying efficiency... 100% safety controlled.

For the Waldorf Profit Maker Story, write to Dept. 10



Offer a souvenir to the grown-ups, too. Something seasonable would be best—a Christmas wreath, a book of recipes featuring Christmas dinners, or a Christmas tablecloth.

Finally you will be giving the grownups a chance to win a really worthwhile prize. This will be given away in a drawing, which will be held just a few days before Christmas. It should be something that will really bring traffic—such as any LPG appliance of the winner's choice. And, to make registrants buy now, offer a cash refund if the winner has bought an LPG appliance during the promotion.

These are the bare bones, the outline of Operation Santa Claus. Now, continue on and study the detailed suggestions. We are confident they will make your own Christmas a merrier one all around!



So much time must be spent in preparing a major merchandising program that it is necessary to start well in advance and not leave things for the last minute. Although Operation Santa Claus actually takes place in November and December, the time to start planning is actually now—in the beginning of October. We have prepared a step-by-step calendar for your guidance.

You will need to decide on the time and length for the promotion that will best suit your area needs. Some dealers might choose the first 24 days of December only, while others will want to start in mid-November. If a lay-away plan will be offered, the

JUNKERS No-Tank UNVENTED GAS WATER HEATER



Junkers 125F Unvented Input—39,000 Btu/hr. Delivers 34.2 Gals./hr. at 100° temp. rise.

Approved by the AGA as ONE-OUTLET Heater

Provides instant Hot Water at Maximum Efficiency and Economy

THE ONLY ONE OF ITS KIND WITH NO-VENT

No Storage — No Stand-by Loss
Operates on water pressure and only when water is drawn off

FEATURES:

Built-in Mixing Faucet—Temperature Dial—Water Pressure Regulator

Just the Unit for Washrooms—Barber Shops—Beauty Parlors—Summer Camps—Stores—Repair Shops—Taverns—Small Trailers and Boats—Doctor Offices—Filling Stations—Drug Stores—Laboratories.

Only 19" high — Weighs 14 lbs.
Other Models — All Wall-Mountable:

MOD. 125 — VENTED (38,000 BTU/HR) for connection to several outlets.

MOD. 225 — VENTED (71,500 BTU/HR) 65 gals./Hr. at 100° Temp. Rise. An ideal unit for Summer — Weekend Homes, Small Apartments, Trailers.

MOD. 350 — VENTED (110,000 BTU/HR) 100 gals./Hr. at 100° Temp. Rise. Indispensable unit for commercial establishments such as laundries, restaurants, car washes, swimming pools. Can be used as a straight heater or a preheater.

For full information on Water Heaters and also on small

DOMETIC GAS REFRIGERATORS

Write to:

Insta-Matic Heater Co.
89 Charles St., Providence, R. I.

campaign might even start at the beginning of November, possibly slowly at first, reaching full momentum later in the month or in December.

Make a calendar

Once the promotion dates are decided, the dealer is ready to make out his own calendar styled after the one we have presented, adjusting the dates to fit.

For best results, advertising and publicity for Operation Santa Claus should start at least a week if not two weeks before the actual showroom promotion. In order to do this, you will find it necessary to order advertising space and station time, prepare letters and promotion materials at least a month before the advertising begins. The public can be invited to take part in Operation Santa Claus through mass media, while customers and prospects can be invited through direct mail and

by your delivery and service men.

Meanwhile, it is best to estimate at an early date the number of each appliance that might be sold for delivery before December 25. Then, advance arrangements can be made with appliance distributors to make certain you can deliver on time.

Extra help

The existing staff will have to be prepared and some additional help might be needed to help handle the crowd. While it may be virtually impossible to hire and train salesmen in time for the promotion, help can be hired and trained to do minor duties so as to relieve the sales staff for full-time selling. Special prizes or extra commissions have proven to be excellent inducements for added effort from the staff. And this should be an excellent time to run a sales contest. A good kick-off for "Operation Santa

Claus" is a breakfast or dinner for the staff during which time the promotion idea is presented and everyone is fired up.

Prospects will actually feel as if they want to buy if the showroom stage is carefully set. This includes attractive and effective appliance displays which are given a selling spirit through use of trees and ornaments. Christmas carols over a speaker system add to the mood inside and help attract a crowd outside. And the aroma of coffee and doughnuts brings the crowd in and puts them in a most receptive mood.

The crowd can best be handled in five easy steps: meet 'em, sign 'em, feed 'em, show 'em, and sell 'em. Not everyone will get to the last step, but the more who get to the fourth step, the more will get to the last.

But all this takes careful planning. So start thinking seriously about it today. ■

Several thousand customers later

**It was the night before Christmas
and all through the store,
not an appliance remained standing
our sales they did soar.**

**Our advertising had been placed
in all media with care,
our free gifts were stupendous
our displays caught every stare.**

**Now the guests have all departed
and how they did eat,
let's forget LPG for a moment
and soak our weary feet.**





...the right channel

When you channel your LP-Gas contract to Sid Richardson Gasoline Co. you are assured a year-'round supply of top quality product at the right price.

No one has a better record for on-time delivery;

Our contract prices have been voluntarily lowered to meet competitive conditions;

We are never your competitor — we have no company-owned or controlled wholesale or retail outlets competing for product or co-operation.

Channel your inquiry in our direction and let us tell you about case histories of contract customers who have profited from our co-operation.

Sid Richardson GASOLINE CO.

629 FORT WORTH CLUB BUILDING • FORT WORTH, TEXAS

REGIONAL REPRESENTATIVES

H. M. JONES
5123 NO. NEW JERSEY
INDIANAPOLIS, INDIANA

MARVIN L. DOSS
1118 GREEN STREET
ABILENE, TEXAS

B. E. PATTON
6446 XERXES SO.
MINNEAPOLIS, MINN.

WILLIAM T. CARL
3105 DEWEY
OMAHA, NEBRASKA



New FCC rules allow broader use of radio, make minor equipment changes mandatory

RECENT Federal Communications Commission rule changes have cut down a number of former restrictions in use of two-way radio by L. P. gas dealers and have thereby added to radio usefulness. Especially important is the addition of the new "Business" radio user classification which allows use of radio for salesmen, credit and collection, appliance sales, and delivery and installation communications. The new rules also impose some minor mandatory equipment and licensing changes.

In order to clarify these new rules at a glance, Robert Borchardt, manager, sales services, Communications & Industrial Electronics Inc., Motorola Inc., prepared the special tables which appear below especially for readers of BUTANE-PROPANE News. The tables are condensed and simplified. For full details for licensees, refer to the exact rules, particularly FCC Docket 11991 and 12295. Two-way radio manufacturers' field offices and stations are all able to provide detailed conversion information. ■

TABLE I. RULE CHANGES REGARDING USE OF TWO-WAY RADIO IN THE LPG INDUSTRY

Type of License	Eligibility	Permissible Communications	Equipment
I. Previous Rules			
A. "Special Industrial"	Retail fuel delivery companies outside cities of 50,000 or more population (shared channels with a limited number of others).	Dispatching fuel delivery truck drivers—excludes salesman, credit, collection and similar communications.	Wide choice in all communications bands for long or short range, power up to 250 watts.
B. "Special Industrial"	Heating and refrigeration repair and maintenance companies outside cities of 50,000 or more population (shared channels with a limited number of others).	Dispatching maintenance truck or car drivers—excludes appliance sales, delivery or installation communications.	Same as IA above.
C. "Special Industrial"	Combination of IA and IB above.	Combination of IA and IB above.	Same as IA above.
D. "Citizen"	Any U.S. citizen (shared channels with any citizen or business desiring to use the channels).	Any personal or business messages.	Low Power (15-20 watt) UHF equipment, shorter range, slightly more costly than comparable VHF equipment.
II. New Rules			
A. "Special Industrial"	Retail fuel delivery companies—no geographical limitations (shared channels with a limited number of others).	Any communications of any type necessary for operation of the fuel delivery activity except excludes salesman, credit, collection and similar communications.	Wide choice in all communications bands for long or short range, power up to 250 watts.
B. "Business"	Any commercial enterprise (sales, delivery, service or other) shared channels with other business enterprises of all types).	Any communications of any type necessary in the conduct of the business.	Wide choice in all communications bands for long or short range, power up to 250 watts.
C. "Citizens"	Any U.S. Citizen (shared channels with any citizen or business desiring to use the channels).	Any personal or business messages.	Low Power (15-20 watt) UHF equipment, shorter range, slightly more costly than comparable VHF equipment.

TABLE 2. EFFECT OF NEW FCC RULES ON LIQUEFIED PETROLEUM GAS TWO-WAY RADIO LICENSEES

Type of License	Mandatory Equipment Changes	Optional Equipment Changes	Licensing Changes
I. Special Industrial			
A. Fuel delivery only	*On or before 2/1/59 reduce transmitter modulation deviation from ± 15 kc. to ± 5 kc. **On or before 11/1/63 convert all transmitters to comply with new technical standards.	***Convert receivers for best performance under decreased modulation and for maximum protection from adjacent "split-channel" interference.	Non required by FCC Docket No. 11991.
B. Heating and refrigeration repair and maintenance alone or combined with fuel delivery	*On or before 2/1/59 reduce transmitter modulation deviation from ± 15 kc. to ± 5 kc. **On or before 11/1/63 convert all transmitters to comply with new technical standards.	***Convert receivers for best performance under decreased modulation and for maximum protection from adjacent "split-channel" interference.	****On or before 6/15/63 change to a "Business" license.
Citizens			
II. A. Remaining as a Citizens license.	On or before 6/15/53 frequency change may be required.	***Convert older receivers for best performance and maximum protection from adjacent "split-channel" interference.	None required by FCC Docket No. 11991.
B. To be converted to "Business" license.	On or before 6/15/53 frequency change may be required. **On or before 11/1/63 convert all transmitters to comply with new technical standards.	***Convert older receivers for best performance and maximum protection from adjacent "split-channel" interference.	****On or before 6/15/63 change to a "Business" license.

*Reduction of transmitter modulation deviation is normally a screwdriver adjustment, easily accomplished by a competent service technician. In some equipment receiver conversion may be desired simultaneously to retain peak system performance.

**Depending on age and model of equipment, transmitter conversion may be nothing more than the above deviation reduction or transmitter crystal replacement plus minor circuit modifications, or, on transmitters, built before 1949, complete replacement.

***Receiver conversion, depending on age of the equipment, may involve no changes other than control adjustments, or simple component changes to compensate for decreased deviation, or change-out of selectivity characteristics plus compensation for deviation reduction.

****Change to a "Business" license may involve no equipment changes at all, other than those listed above, may entail transmitter and receiver crystal changes or could, at the option of the licensee, involve complete equipment change-out.

Mobile magazine office offers LPG cooking

Staff members of *Commercial Car Journal*, national trade publication of the automotive fleet industry and sister publication of *BUTANE-PROPANE News*, will be able to have hot meals as they tour the nation in their specially-designed mobile office. The hot meals will be prepared, of course, on an L. P. gas-fired stove.

The vehicle sleeps two and features complete living equipment including a rest room. It is an editorial man's dream complete with desk, typewriter, dictating machine, and photographic equipment.

Commercial Car Journal editors will use it to tour the nation in search of articles for the publication.



Commercial Car Journal's new mobile editorial office provides complete living and news gathering facilities.



CCJ Editor Bart Rawson turns on the LPG to supply fuel to the gas stove in the rolling editorial office.

FOUR NEW *Nor-Tex* BIGGER

Nor-Tex
**STANDARD
TWIN**

**You'll Haul
Extra Gallons
Each Trip!**

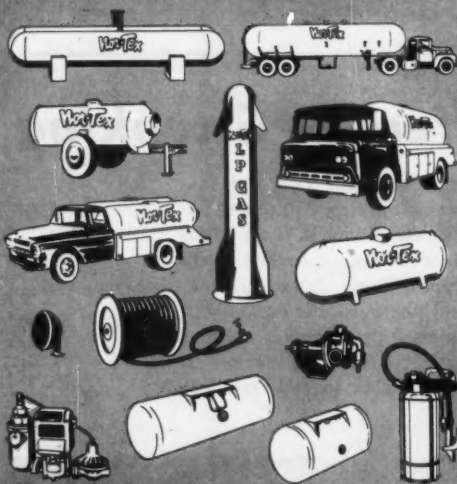
Nor-Tex
**PAYLOAD
SPECIAL**

**You'll Deliver
Extra Gallons
Each Trip!**

2500 WG Units Now Weigh

TRANSPORTS

**LOOK TO
Nor-Tex For ALL
Your LPG NEEDS**



WRITE, WIRE
OR PHONE
FOR PRICES



National Sales Agents for

NORTH TEXAS

You can now haul MORE GAS and LESS STEEL than ever before with skillfully engineered, smart looking, streamlined Nor-Tex transports of T-1 and A-202 steel. These easy-to-maneuver, road-tested units are hauling more gas and substantially boosting profits for users everywhere. Nor-Tex transports are safe and dependable . . . built by men with years of bulk plant experience.

WE ARE TRUCK DISTRIBUTORS

As authorized new truck distributors Nor-Tex can save you hundreds of dollars on Internationals . . . Chevrolets . . . Fords and GMC's. Order any unit you need. You can't beat a Nor-Tex deal for all around value.

ROCKET Boosting Sales Everywhere

Everyone is talking about the excellent Nor-Tex attention-compelling LPG Service Station . . . flexible to any type of installation . . . occupies only 72" diameter.



May We Help You?

Phone, wire or write today! Interested attention, experienced assistance and helpful suggestions are yours for the asking.

PAYLOAD DELIVERY UNITS

Nor-Tex
**CUSTOM
TWIN**

**You'll Work Fewer
Hours... Drive
Less Miles!**

Nor-Tex
**DE LUXE
TWIN**

**You'll Earn
More Money The
Nor-Tex Way!**

Under 23,000 lbs. Loaded!

Nor-Tex presents the newest development in sleek, LIGHT-WEIGHT, stream-lined twin or single barrel LPG Delivery Units and again Nor-Tex is FIRST with ALUMINUM SKIRTING and CABINETS and engineering designs which have reduced over-all weight. 3000 WG units and over are also available for use on cab over or cab forward trucks and are still within the 18,000-lb. axle limit.

Nor-Tex Custom units haul "extra" gallons each trip! You deliver "extra" gallons faster with Nor-Tex custom designed high flow plumbing. You take fewer hours and travel less miles to deliver a gallon of gas. For day in, day out efficiency, durability, payload, fast loading, high rated delivery, perfect balance and appearance Nor-Tex delivery equipment can't be beat!

Ideal In States Imposing Ton Mile Tax



TANK CO.

P. O. BOX 1219
DENTON, TEXAS
DUpont 2-5416

Little Big Inch open for LPG transportation

By MARTIN A. BROWER, Managing Editor

LEBANON, OHIO, August 16, 1958—Lovely Eurllyne Howell, Miss United States, broke a bottle of Ohio champagne over a section of pipe sticking up from the ground here today and H. M. McDonald, vice president and general manager of the Little Big Inch division, Texas Eastern Transmission Corp., turned a valve which officially opened the 1814 mile Little Big Inch pipeline for products service. L. P. gas will be one of the products handled.

For now, the 20 in. pipeline—converted from natural gas service—runs from Texas north through Louisiana, Arkansas, and Missouri, and then heads east across Illinois and Indiana to Ohio. A new 14 in. lateral has been added that leaves the main system at Seymour, Ind., and goes northwestward to Chicago. Plans are already rushing ahead, however, for extension of the pipeline to the east coast and

northeastern sections of the U. S.

The pipeline, owned by Texas Eastern, will serve as a common carrier for use by any company that pays the freight.

Today's ceremonies dedicated Texas Eastern's Lebanon terminal, which is at present the northernmost delivery point for the pipeline. Other delivery points along the way are El Dorado, Arkansas City, and Little Rock, Ark.; Cape Girardeau, Mo.; Princeton and In-

dianapolis, Ind.; and Chicago. Throughput capacity of the pipeline is 187,000 bbl per day and the minimum slug accepted for transmission will be 50,000 bbl.

Two slugs of L. P. gas have already been successfully sent through the line and are now being stored in an unused 200 mile eastward extension of the line. Storage of LPG sent through the line will eventually be in Texas Eastern's 12 million gal. underground storage caverns, presently under construction just south of Middletown, Ohio, approximately 30 miles north of Cincinnati and near the Lebanon terminal. The cavern, which will be expanded as needed, is being dug into Ohio shale.

Heading today's dedication ceremony was Millard K. Neptune, senior vice president of Texas Eastern. Main speaker was Capt. M. V. Carson, head of the Oil & Gas Division, Department of the Interior. Also taking part, in addition to Miss United States and Mr. McDonald, were officials of Socony Mobile Oil Co., who accepted the first official shipment of products through the line, officials of Phillips Petroleum Co., representatives of the armed forces and the Ohio governor's office, local mayors, and Miss Ohio, Peggy Putnam. Representatives of major oil and LPG companies, federal agencies, the press, and the general public were guests of Texas Eastern at the dedication.

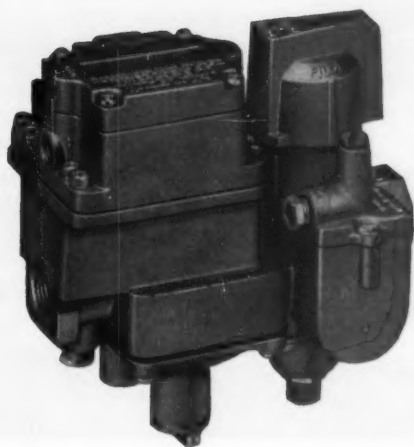


H. M. McDonald, vice president and general manager of the Little Big Inch division, Texas Eastern Transmission Corp., turns the valve that officially opens the Texas to Ohio pipeline for petroleum products service, including LPG. Watching are Miss U. S. A., left, and Miss Ohio.



Two **NEW** self-powered controls

From Honeywell—for all types of gas applications



VS8167 Powerpile* Adatrol

- New self-powered Powerpile Adatrol combination provides all necessary manifold components in a casting less than 5½" long.
- Includes "A" Cock . . . "B" Cock . . . complete pilot shut-off . . . unregulated pilot gas . . . with or without pressure regulator.
- Service completely with screw driver.
- Compact design permits applications to today's small furnaces having limited space.
- Valve is controlled by wall mounted Honeywell Round Thermostat.
- For room and wall heaters, floor furnaces and small central units.



VS8187 Powerpile Gas Valve

- This new Honeywell Powerpile Gas Valve is now available in valve sizes through 1½". This valve will permit new applications to room and wall heaters, floor furnaces *plus* larger central units and also package boilers.
- Simplified diaphragm gas valve for long, trouble-free service.
- Non-polarized terminals—wires can go on either terminal.
- Waterproof construction.

BECAUSE THEY'RE built with Honeywell production techniques plus proved and tested components, these two new Powerpile Controls assure long years of trouble-free performance.

And when you deal with Honeywell, you take advantage of the best field service in the industry, backed by years of engineering experience.

For information on our complete line of Powerpile Controls, call your local Honeywell office. Or write Minneapolis-Honeywell, Dept. BN-10-111 Minneapolis 8, Minnesota.

Honeywell



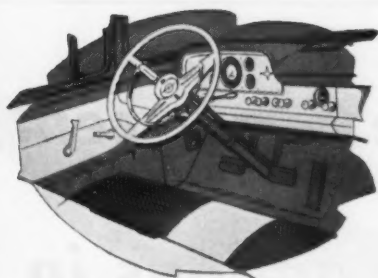
First in Control

*Trademark



Go FORD-WARD





New Cab Interiors! You'll think you're in a passenger car! Comfortable Custom Cab offers longer wearing fabrics, new modern steering wheel with integral horn ring. Two-toned doors, seats; instrument panel two-toned, chrome-trimmed.

New Styleside Pickups! Notice the handsome new grille, dual headlights, stronger wrap-around bumper. The cab-wide body holds 23% more than any conventional pickup box. 6½-, 8- and 9-ft. boxes available in Styleside or Flareside models. Short Stroke Six or V-8 engines.



New 4-wheel Drive Pickups! Now, half-ton and ¾-ton users can buy Ford-built 4-wheel drive trucks at Ford's low prices. These Fords can take on the roughest, toughest off-

road assignments with sure-footed ease. Here are the trucks built to operate in mud and sand, climb grades of over 60%. All-new, and available about December 1, 1958.

NEW '59 FORD TRUCKS

for savings!



▲ **New Tilt Cab Tandems!** Now, Ford Tilt Cab Tandems with GCW ratings up to 75,000 lb. Now, all the advantages of tilt-cab design with the carrying capacity of tandems. Saves 3 ft. in length, saves hours of maintenance time.

◀ **2-ton Performance Leader** with new 6,000-lb. front axle option for greater load capacity, longer life. Maximum GVW 19,500 lb. Fully automatic Transmatic Drive available. Short Stroke power, Six or V-8.

They're here to take you *Ford-ward* for savings, *Ford-ward* for modern style and dependability!

Here, in *all* 371 models in the '59 Ford line, are modern features that cut costs or contribute to driver efficiency! Features like Ford's economical Short Stroke engines, a wider choice of transmissions, including Ford's new HD Cruise-O-Matic, new cab comfort, the smoothest ride of any pickup!

All this, plus the industry's best durability record—a study of ten million trucks proves Ford trucks last longer! And every Ford has safety glass in every window. See your Ford Dealer today . . . go *Ford-ward* for savings!

FORD TRUCKS COST LESS

Less to own...less to run...last longer, too!

LPG sales increase 5 per cent, near 7 billion gallons in 1957

SALES of L. P. gases increased during 1957 for the 36th consecutive year, reaching a new high of 6,939,121,000 gal., according to the just released report of the U. S. Bureau of Mines. Including exports, total sales were over 7 billion gal.

This marks a 5 per cent increase for the year, compared with 8 per cent in 1956.

Despite a general slowdown in the national economy during 1957, LPG sales for domestic and commercial uses showed a gain of more than 2 per cent. Districts 2 and 4 had better than 4.5 per cent increases, but this was offset by decreased domestic and commercial

LPG sales in the deep South and the entire District 5. Texas continues to lead in total sales in this category, but California fell from second to fourth, with Illinois and Oklahoma stepping ahead. Delaware made the biggest percentage gain: 23.2 per cent.

After showing increases of 19 per cent in 1955 and 1956, sales of LPG for internal combustion engines increased only 4 per cent in 1957. However, sales in this category totaled a neat 805,000,000 gal., more than double the gallonage of 1952. New Jersey showed a 50.5 per cent gain in sale of internal combustion fuel and North Carolina sales in this category

went up 47.3 per cent. Healthy gains of 19.6 per cent in District 1, 13.9 per cent in District 2, and 13 per cent in District 4 were off-



Marketed LPG for 1956 and 1957 is analyzed by districts in the tables on this page. The districts are shown on the map above and represent U. S. petroleum districts.

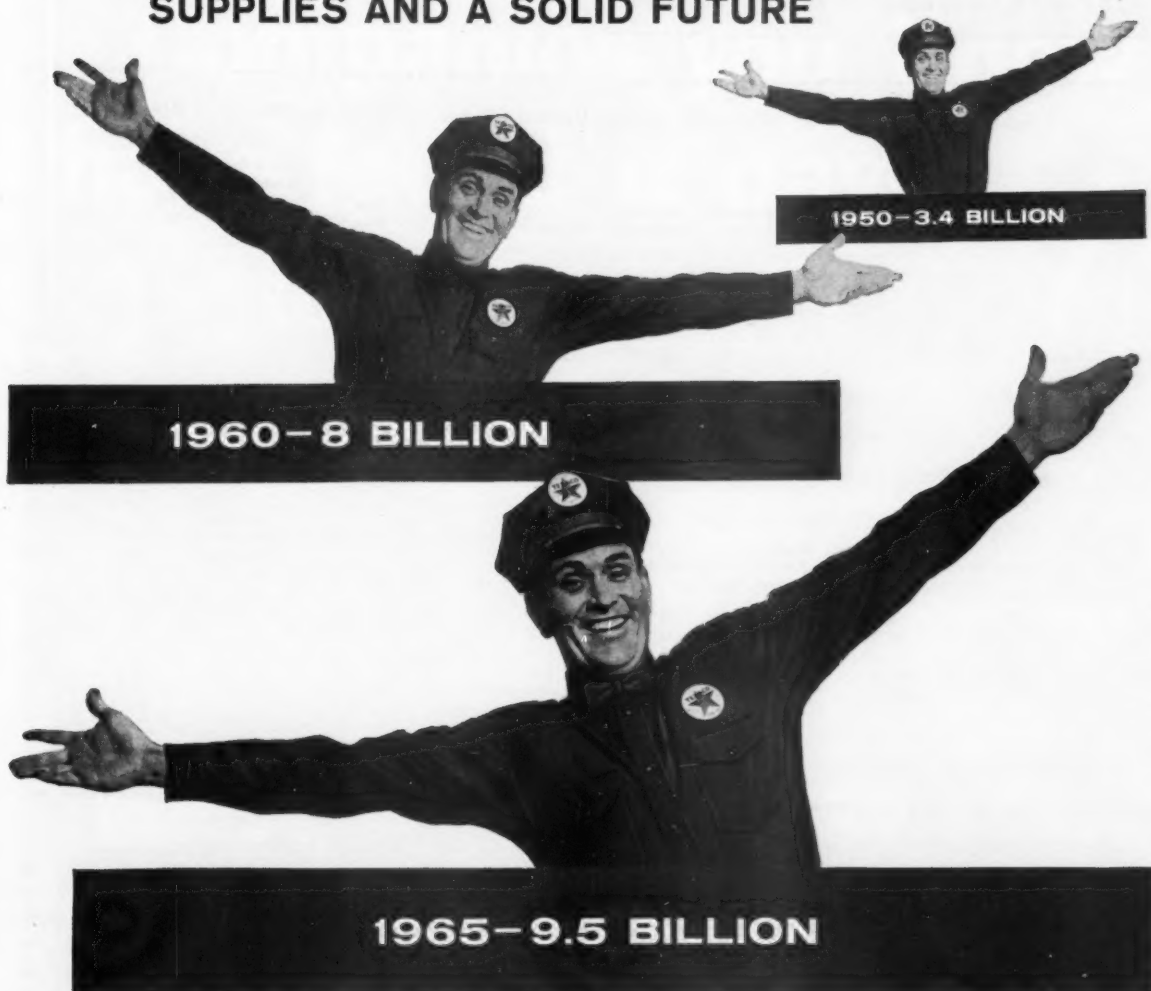
Analysis of Marketed LPG for 1956 and 1957 by Districts

(In Thousands of Gallons)

	Domestic & Comm.		Internal Combustion		Industrial		Gas Manufacturing	
	1956	1957	1956	1957	1956	1957	1956	1957
District 1.....	630,959	645,171	21,411	25,598	164,000	174,596	88,181	96,220
District 2.....	1,203,870	1,259,936	193,205	220,036	252,948	230,419	76,651	79,969
District 3.....	777,838	789,418	462,459	466,140	123,835	115,908	10,317	9,619
District 4.....	140,916	147,410	22,712	25,663	10,482	11,778	5,217	3,379
District 5.....	247,438	225,135	73,684	67,619	30,241	31,178	31,927	41,968
Total	3,001,021	3,067,070	773,471	805,056	581,506	563,879	212,293	231,155

	Chemical & Rubber		All Other		TOTAL	
	1956	1957	1956	1957	1956	1957
District 1.....	324,295	255,294	11,803	11,973	1,240,649	1,208,852
District 2.....	255,097	244,340	14,794	19,650	1,996,565	2,054,350
District 3.....	1,312,016	1,532,749	14,038	62,861	2,700,503	2,976,695
District 4.....	124	18	693	5,716	180,144	193,964
District 5.....	127,173	118,126	7,439	21,234	517,902	505,260
Total	2,018,705	2,150,527	48,767	121,434	6,635,763	6,939,121

CHANGE TO TEXACO NOW...BE SURE OF DEPENDABLE SUPPLIES AND A SOLID FUTURE



The gallonage figures (above) of estimated consumption indicate there's a big future in LP-Gas. Can you count on a dependable *supply* to meet the growing demand?

You can be sure if you are a Texaco LP-Gas Distributor. Texaco is one of the largest producers, and has a new

fleet of tank cars to insure fast, efficient delivery.

A *solid future* is one of the advantages of being a Texaco Distributor. Proof: 683 distributors of Texaco products have been with us for 20 years or more—and many others for as long as 45 years.

5 reasons why it pays to be a TEXACO LP-Gas Distributor

1. A product of highest quality.
2. Dependable and efficient delivery, in a new fleet of tank cars — from 25 strategically located production areas.
3. Immediate acceptance. Texaco LP-Gas carries the nationally-known, famous trade-mark, Texaco.
4. One of the largest producers of LP-Gas, The Texas Company is the only petroleum company to build up successful distribution of its products in all 48 states.
5. Profitable and proved sales policies. Texaco markets only through independent distributors.



Some areas are still open for a sound and profitable business with Texaco LP-Gas. Let us tell you how.



TEAM YOUR NAME with Texaco and profit... *faster!* Call or write Texaco today... The Texas Company, LPG Sales Division, P. O. Box 2420, Phil-tower Bldg., Tulsa, Okla., DIAMOND 3-4101 — 3350 Wilshire Blvd., Los Angeles 5, Cal., DUnkirk 5-0515.



1957 U. S. Bureau of Mines Report

Trends in the Sales of LP-Gases¹ in the United States, 1953-57, by Principal Uses

(Thousand Gallons)

Year	Domestic and Commercial	Chemical	Synthetic Rubber	Internal Combustion	Industrial	Refinery Fuel	Gas Mfg.	Used in the Secondary Recovery of Petroleum	All Other	Total
1953	2,479,180	967,427	390,501	498,238	348,517	(²)	222,430	(³)	25,716	4,932,009
1954	2,626,808	1,050,239	307,735	547,204	375,121	(²)	191,932	(³)	26,494	5,125,533
1955	2,801,379	1,493,177	406,210	651,821	423,431	101,033	213,760	(³)	31,907	6,122,718
1956	3,001,021	⁴ 1,600,604	418,101	773,471	⁴ 438,916	142,590	212,293	(³)	48,767	6,635,763
1957	3,067,070	1,732,338	418,189	805,056	441,474	122,405	231,155	68,557	52,877	6,939,121

¹ Data include LR-gases. ² Not reported separately prior to 1955. ³ Not reported separately prior to 1957. ⁴ Revised.

Relative Rank of the Principal Uses of LP-Gases¹ 1953-57, on a Percentage Basis

Year	Domestic and Commercial	Chemical	Synthetic Rubber	Internal Combustion	Industrial	Refinery Fuel	Gas Mfg.	Used in the Secondary Recovery of Petroleum	All Other	Total
1953	50.3	19.6	7.9	10.1	7.1	(²)	4.5	(³)	0.5	100.0
1954	51.3	20.5	6.0	10.7	7.3	(²)	3.7	(³)	0.5	100.0
1955	45.8	24.4	6.6	10.6	6.9	1.7	3.5	(³)	0.5	100.0
1956	45.2	⁴ 24.2	6.3	11.7	⁴ 6.6	2.1	3.2	(³)	0.7	100.0
1957	44.2	24.9	6.0	11.6	6.4	1.8	3.3	1.0	0.8	100.0

¹ Data include LR-gases. ² Not reported separately prior to 1955. ³ Not reported separately prior to 1957. ⁴ Revised.

set by almost no gain in District 3 and a loss in gallonage in District 5.

Industrial uses gained less than 1 per cent in 1957, compared with 4 per cent in 1956. Kentucky more than doubled its industrial LPG

sales, recording an increase of 144.2 per cent. District 4 showed up best in this category, with an average increase of 3.8 per cent.

Total sales in the LPG dealers' market—domestic and commercial, internal combustion, and industrial

—came to 4,313,600,000 gal., up 2.4 per cent over 1956.

Although sales of LPG for synthetic rubber manufacturing remained about the same in 1957 as in 1956, deliveries to chemical plants for use as raw material and solvents jumped 8 per cent, compared with 7 per cent the year before. Chemical plants now take about 25 per cent of all LPG sold. And, requirements for LPG by gas companies for shaving peak periods was up 9 per cent in 1957.

Exports increased 6 per cent in 1957, with Mexico still leading as the best customer, taking more than 97 million gal.

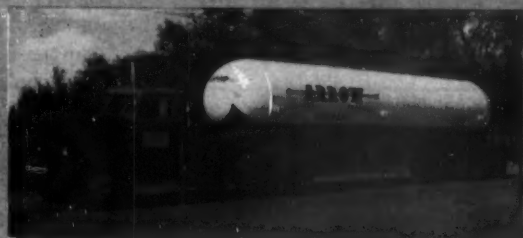
LPG used as fuel at petroleum refineries was off 14 per cent, evidently due to lower crude runs during the year.

For the first time during 1957, LPG used for secondary recovery in oil fields was recorded by the Bureau of Mines, the report showing a total of 68,557,000 gal. going for this use (although most of this will be recovered, it is believed). ■

LPG Exports by Countries (Thousands of Gallons)

	1953	1954	1955	1956	1957
Mexico	49,567	72,994	95,398	88,779	97,161
Canada-Newfoundland-Labrador	56,115	58,330	56,826	55,275	56,274
Cuba	4,719	5,865	6,416	8,382	10,158
Brazil	12,469	24,657	13,668	18,554	11,386
Netherlands Antilles	none	none	none	none	6,728
All Other North American	1,324	1,608	3,203	6,027	6,141
Italy	nil	2	24	125	845
Denmark	nil	none	none	none	638
All Other South American	1	144	485	348	368
Japan	nil	250	461	313	195
Sweden	none	none	nil	12	125
Africa	162	87	149	307	129
Oceania	81	41	122	68	109
All Other European	14	28	122	121	105
Argentina	nil	1	7	1,033	107
France	13	7	93	31	41
Philippines	243	269	399	21	38
Israel	none	nil	nil	37	36
All Other Asian	nil	24	2	35	15
West Germany	1	1	333	6	4
Total	124,749	164,308	177,708	179,506	190,603

Companies you know have found it pays to know **LMC!**



You too can profit by LMC's many years of experience in engineered liquid transportation. Write, wire, or phone today for completely illustrated literature.

LUBBOCK MACHINE & SUPPLY CO.

P. O. DRAWER 1589 • PO Box 2-5269
LUBBOCK, TEXAS



Buy on the

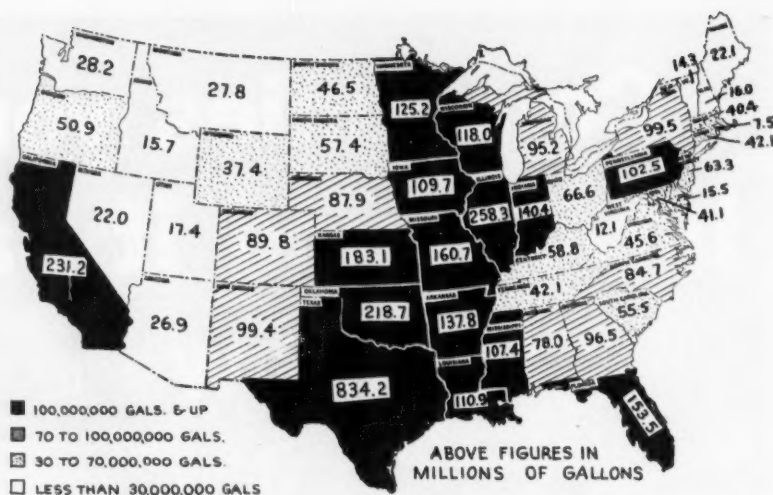
LMC
LOW MILEAGE COSTS

*Budget or Lease-
Purchase Plan!*

Total LPG Sales—1957

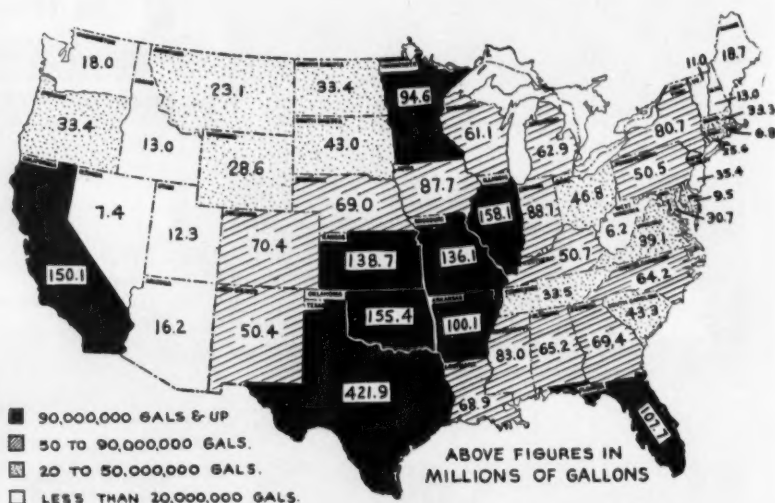
(Less chemical, synthetic rubber, refinery fuel, & gas manufacturing)

Sales totaled 4,313,600,000 gal. in the LPG dealers' market during 1957, up 2.4 per cent from 1956. Pennsylvania rejoined the over 100-million gal. "black bracket," with New York and New Mexico knocking on the door. Small map below with 1957 sales gain above the national average gain of 2.4 per cent.



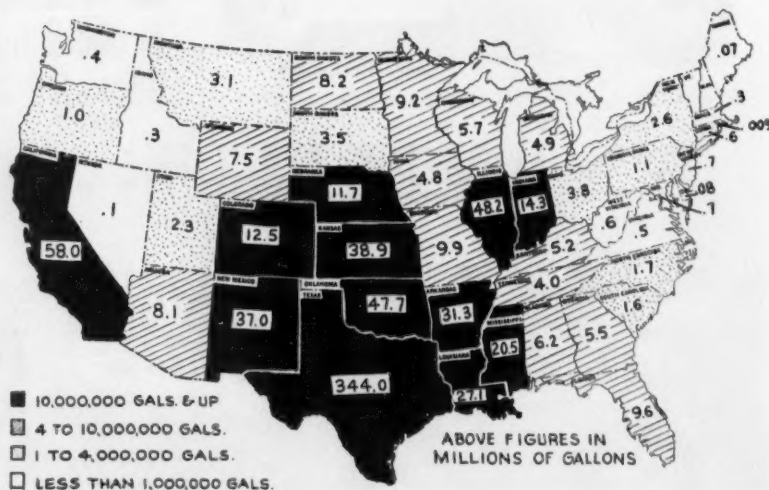
Domestic and Commercial

Sales of 3,067,070 gal. for this market were up 2 per cent in 1957. Minnesota entered the over 90-million gal. "black bracket" and Indiana almost made it. States shown on small map below were all above the national average gain. Sales in Delaware and Rhode Island increased more than 20 per cent.



Internal Combustion

Almost 32 million gal. more went into internal combustion engines in 1957 than in 1956. Sales in 1957 totaled 805,056,000 gal. Florida and Missouri are both almost into the 10-million gal. "black bracket." Map below shows states which were above the national 4 per cent average increase. New Jersey sales went up better than 50 per cent.



BULLETIN!

POWELL introduces new member in world's largest family of valves

Powell engineered "Full Flow" bronze valves are now available in a full line: the brand-new 150-pound screwed end Globe Valve, in addition to the well-known 200-300 pound Screwed and the 150-300 pound Flanged Globe and Angle Valves.

Although designed by Powell to assure maximum flow with minimum pressure

drop and internal turbulence, these valves can be throttled to permit only the minutest amount of fluid to pass through. And, if desired, they can be supplied with Indicator Collar, Arm and V-port Disc for quickly determining flow and holding it constant.

Compare these advantages of Powell Full Flow valves:

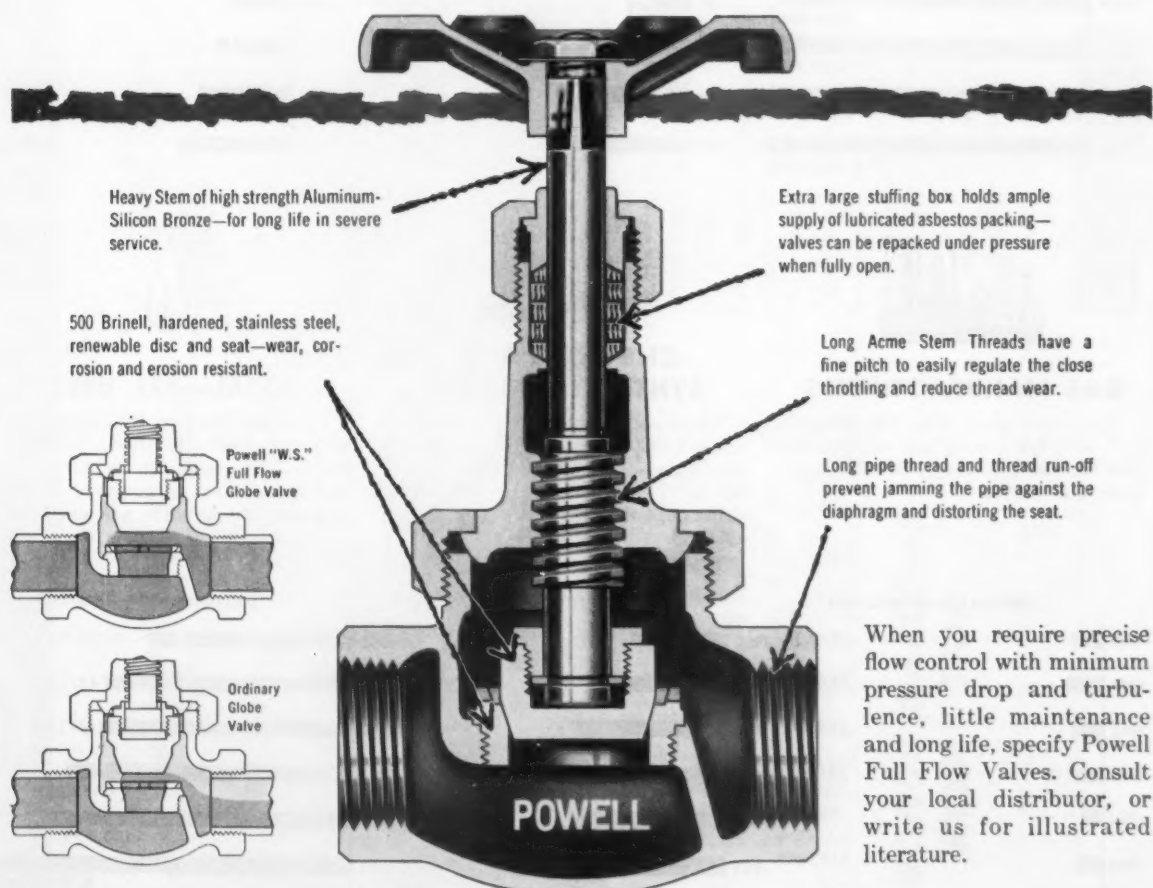


Fig. 2600 (Sectional)—150-pound "W.S." Full Flow Globe Valve, Screwed Ends

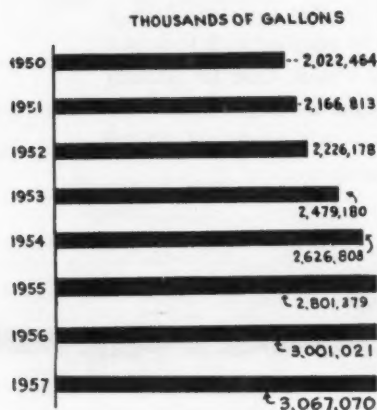
THE WM. POWELL COMPANY • Dependable Valves Since 1846 • Cincinnati 22, Ohio

1957 U. S. Bureau of Mines Report



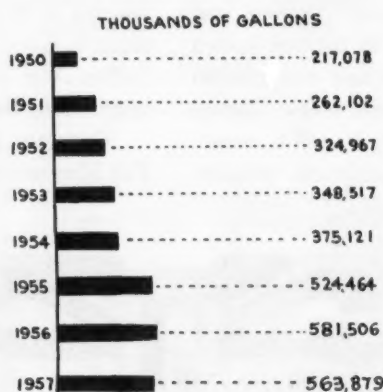
DOMESTIC AND COMMERCIAL

Up 2 per cent in 1957 compared with 7 per cent in 1956. Sales in this category accounted for 44.2 per cent of all marketed LPG.



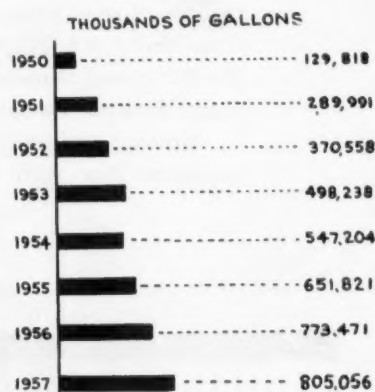
INDUSTRIAL

Up less than 1 per cent. 1956 figures were revised downward. Industrial sales as a percentage of total sales continues slight decline of past few years.



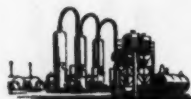
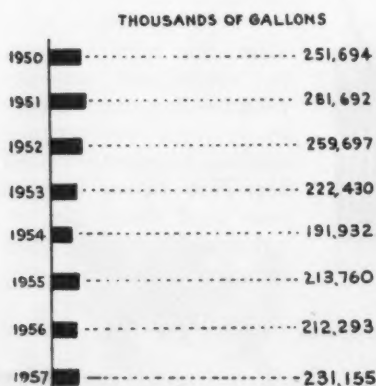
INTERNAL COMBUSTION

Up 4 per cent in 1957 compared with 19 per cent increases in the two preceding years. Sales accounted for more than 805,000 gal., more than double 1952.



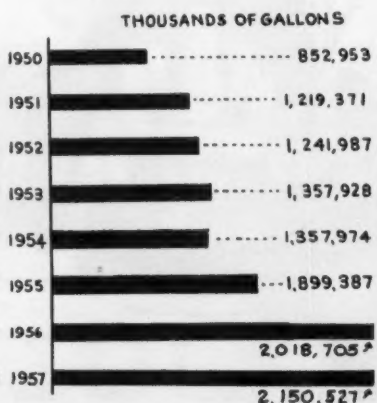
GAS MANUFACTURING

Up 9 per cent. The 231,000,000 gal. sold for use by gas utilities is the highest gallonage for this purpose since 1952.



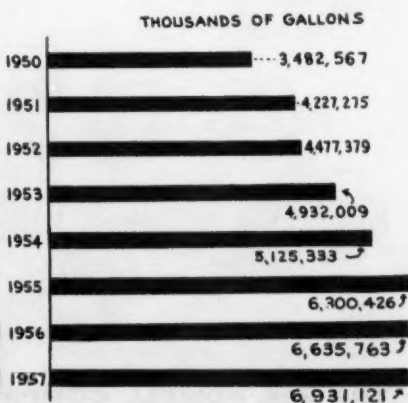
CHEMICAL AND SYNTHETIC RUBBER

Chemical plants took 8 per cent more LPG in 1957, pushing their purchases up to 25 per cent of total LPG sales. Use in synthetic rubber plants remained the same as 1956.



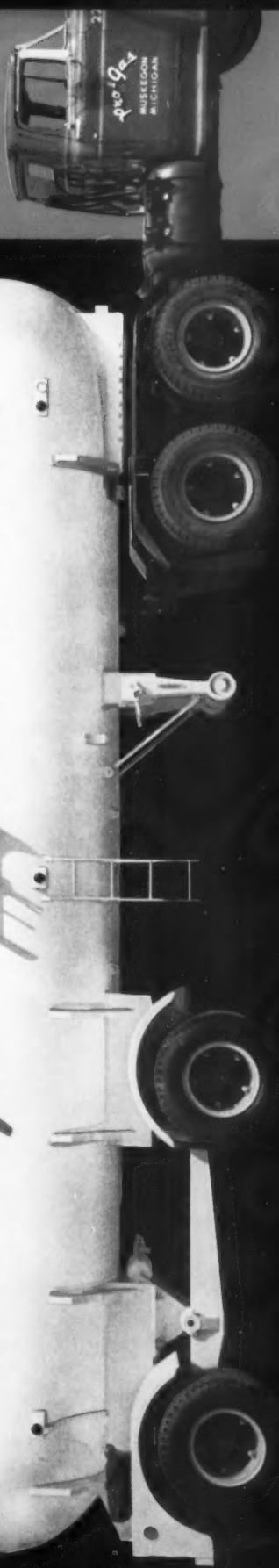
TOTAL—ALL USES

Up 5 per cent in 1957 compared with 8 per cent in 1956. Total includes LPG used for refinery fuel and for secondary recovery of petroleum, but exports are excluded.



Pro-Gas

SALES & SERVICE CO.
MUSKEGON, MICHIGAN



T-1 BEAIRD PAYLINERS

**HAUL BONUS GALLONS
EVERY TRIP**

You get a big Payload Bonus when you spot a Beaird Payliner under the loading rack. They load up to 500 extra gallons - legally - compared to lower tensile strength steel LP-Gas transports.

Beaird's Leadership Engineering and Controlled Quality Construction puts an added bonus in everyday operation through better design and lower maintenance costs.


Every step in Payliner construction from T-1 Steel plate to finished transport is performed at Beaird and under Beaird's rigid inspection procedures. That's why you can't beat Payliner quality, design or dependability... at any price.

Check the extra value built into a Beaird T-1 Steel Payliner.

- Manhole in vapor area • ICC lighting with vapor proof wiring in conduit
- Gleaming white automotive enamel finish over sand blasted surface • Gauges on curb side center of tank • Recessed relief valves • Box type sub-frame • Nail Diverters • Additional center bottom openings 3" Liquid 2" Vapor • Choice of landing gear (roll down or stiff leg) • Air lines protected by steel conduit
- Adjustable Rubplate

Write today for Bulletin #2805



another  product

LP-GAS & NH-3 EQUIPMENT

TURN PAGE

THE J. B. BEAIRD COMPANY, INC.

A Subsidiary of American Machine & Foundry Company

Shreveport, Louisiana • Clinton, Iowa • Stockton, California

BEAIRD



Payliner
TRANSPORTS

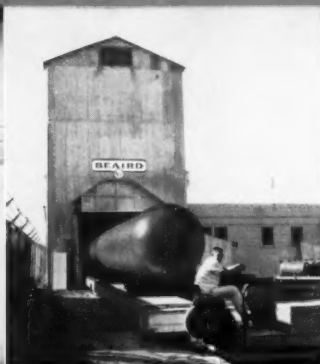
The sign of

CONTROLLED QUALITY CONSTRUCTION

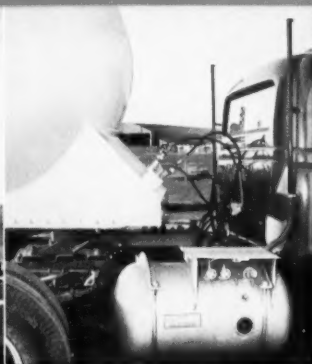
Engineered — Fabricated — Road Tested — Guaranteed by Beaird



Payliner vessels and sub-assemblies are X-Rayed before stress relieving. Entire vessel is tested hydrostatically.



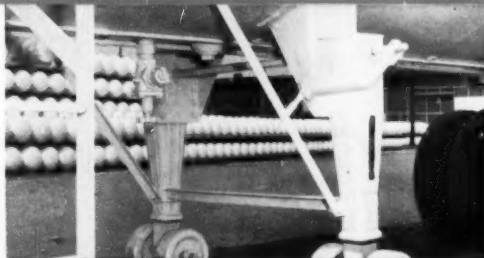
Beaird's new stress relieving furnace, one of the largest in the South, assures maximum vessel strength. Fitting welds are Magnafluxed after stress relieving.



Adjustable upper fifth wheel lets you balance load with any tractor. Air lines are piped through rub plate and electrical connections made in steel junction box.



Heads are die formed by Beaird for each individual diameter vessel. Fittings include 2" vapor opening, 3" liquid opening, and 3" Jet splash filling opening. All rear openings are fitted with angle valves and blowdown bleeder.



Roll down or stiff leg landing gear (optional). Note extra 2" vapor opening and 3" liquid opening. Brake lines are protected by steel conduit.



Bolted tire carrier is attached to T-1 weldment. All wiring is in steel conduit and clipped to T-1 steel pads. Electrical junction boxes are vapor proof.



THE J. B. BEAIRD COMPANY, INC.
Shreveport, Louisiana

A Subsidiary of American Machine & Foundry Company

SALES OFFICES: Shreveport, New Orleans, Louisiana • New York, New York
• Tulsa, Oklahoma • Houston, Corpus Christi and Midland, Texas and Cie.
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BEAIRD INTERNATIONAL, INC. SHREVEPORT, LOUISIANA • Sales
Offices: Calgary, Alberta, Canada • Caracas, Venezuela.



Sales Training Program



PART 14

How to sell gas clothes dryers

By CARL ABELL • Editor

When we ran out of space in our September issue, Charles Burnham of Suburban Propane Gas Co. was "laying it on the line" regarding gas clothes dryer sales. We now tune you in again on his broadcast.

"MAYBE our approach has been wrong. Maybe instead of trying to sell just another appliance for around \$200 we should sell a new way of life—new comfort and convenience.

"That's what a dryer is. You can do things with a dryer that you can't do as well or at all with a clothesline. The clothesline is the companion for the old washboard and washtub—the kerosene lamp and the outside privy! And just as surely as water runs downhill, it will be and is being replaced by the dryer. Let's eliminate any thought that the dryer is merely an equal substitute for a clothesline—it's much more than that—it's a better way of life.

"What are some of these better ways of life one enjoys with a clothes dryer?

Better way of life No. 1

"It saves time and work—all that backbreaking work of dragging a 25 lb clothes basket of wet laundry to the line, hanging it up, and then repeating the process to bring it back in the house.

"It saves the time of unnecessary ironing—many items such as

sheets, underwear, shorts, tee shirts, etc., can be quickly smoothed with the hand, folded and stored away in perfectly presentable condition.

"It eliminates the unnecessary ironing of dogears created by line and clothespins.

"It eliminates sprinkling—stop the dryer with just the right amount of moisture still in the clothes and iron immediately—while they are already warm they iron faster.

"It saves repair time—the mending necessary to repair wind torn and wind stretched garments.

"It saves repeat time—the time necessary to re-do wash soiled by broken clotheslines, soiled by soot, birds, dogs and children at play.

Weather independence

"You make your own drying weather—24 hours a day—365 days a year. Why spend 52 or more of the best days of the year tied to the clothesline? Why not spend them shopping, swimming, golfing, reading, or doing those many things for the family that your clothesline chores have never left time to do—anywhere but in the backyard under a clothesline? Think of the families with husband and wife both working. Now they have a special problem. Do you believe they want to work all week and pray for good weather on Saturday so that they can stay home and tend a clothesline? A dryer gives them weather independence and greater freedom.

Drying versatility

"You can perform jobs with a dryer that can only be done under the most favorable conditions with a clothesline—if at all.

"For instance—the farmer who comes in from the field with a wet work jacket at noon, can throw it into the dryer and when his lunch is over, he can go back to the field on a rainy day wearing a warm dry jacket. Same for the children with school or play jackets.

"Bathing suits—what is more uninviting than a wet bathing suit? With a dryer they are always ready for the next dip within a half hour.

"Slip covers—drapes—why send them to the cleaners and have the house look like a barn for a week awaiting their return when they can be washed, dried, and returned to service in a couple hours?

"Chenille robes and bedspreads—heavy and slow drying on the line. Fast fluffy drying in a dryer.

"Steam pressing—wrinkled woolen garments such as skirts can be tossed in a dryer with a few wet towels, run for ten minutes, taken out and hung up and the wrinkles fall out.

"These and many more things can be done with the versatile dryer.

Better way of life No. 4

"The dryer promotes better health—eliminates backaches, colds, cracked fingers caused by handling cold damp clothes at the clothesline.

"Wash and sanitize children's

One of the best methods for demonstrating a clothes dryer is to get a satisfied dryer customer to agree to allow her model to be used for demonstration. Nothing sells a housewife like another housewife who has been sold.



stuffed toys—Jr. won't go to bed without them and they won't dry fast enough on a line to make the bedtime deadline. You can wash them at will when you have a dryer. Pillows—wash the pillow as well as the pillow case. Think of the germs that can collect in a pillow—a clean pillow case has fabric openings the size of a barn-door for any healthy germ. Drown those germs and then cook them in the dryer—and enjoy the newness of a freshened, fluffy sanitized pillow.

"We had one customer living in a second floor flat whose clothesline ran from the second floor porch to a back yard pole. In leaning over the rail to operate the pulley-type line, she broke the rail and fell to the ground ending up in the hospital with a broken leg. A dryer would have eliminated this type of accident as it will the common stumbling accident that is likely to occur when a woman carries a heavy clothes basket up or down a flight of stairs to reach the clothesline.

Better way of life No. 5

"Better Landscaping—what a contradiction to the dollars and hours spent on fine backyards and

entertaining areas to have them draped with the family wash. Clothesline drying calls for good weather—outdoor entertaining requires the same—is the clothesline limiting the use of your yard? Get rid of that eyesore—along with the work!

"What does this new way of life cost? Here's the best news yet—only a nickle—5 cents a load—the cost of your daily paper!

"Can you hire a maid to come out and spend a half hour hanging up your laundry for 5 cents. If you're paying more—you're throwing money away. If you're having your wife do it, you're having her work to save slave wages.

"And by comparison—the electric dryer runs 10 cents per load—100 per cent higher! What other appliance do we have that operates for half the cost of the electric unit? Can you imagine what the power companies would be doing to us if they had an appliance that operated for half the cost of ours? They would shout it from the housetops, on radio, TV, in newspapers and in magazines—in block letters three inches high! Why don't we? Just watch the people with electric dryers—their clothes show up on the line when the

weather is good—confirms the higher operating cost!

"How many people here own a gas clothes dryer?

"Do you know of any automobile salesman that doesn't know how to drive a car? Hasn't ever used a car? Doesn't own a car?

"How successful would such a salesman be if he admitted that cars were alright for his prospects, but for himself, he felt that the horse and buggy—or walking—was good enough?

"Ridiculous—but comparable to our lack of dryers. We're in the business, can buy at 'wholesale,' and still we don't use them.

"Should not every sales manager and every salesman own and use a dryer? To learn their advantages at first hand—to have that ring of sincerity in his sales talk?

"How can a salesman hope to sell someone else at retail what he won't buy for his own wife?

"But my wife wants a new picture, a new sofa, a chair, a new TV,' etc. Wait—ever look at it this way—In your case your wife will not only be getting the advantage of the dryer but when that dryer teaches you how to sell dryers—the things that she wants can be purchased from the extra commissions you can make on dryers. Her very refusal to take a dryer now can be the cause of lower than necessary earnings for your family. The longer you delay—the more Reddy Kilowatt skims the cream—the easy sales!

"Become a pace setter yourself—right now! You can get a fully automatic electric ignition model for only \$5.63 per month with 30 months to pay. If you learn to sell only one dryer a month, the extra commissions will pay for your dryer and give you about \$23 extra every month. The sale of a half dozen dryers would pay for the cost of your dryer in sales commissions alone. What salesman can call himself a salesman who doesn't believe he can sell six dryers in the next 30 months—when 9 out of 10 homes don't have them—and they all need them?

Now you district managers . . .

"Don't stop with education of the sales department. Connect a dryer in every sales store. En-

... never had a freeze-up!
 ... standby plant worked perfectly!
 ... always have uniform pressure!
 ... heat value is constant!

**Customer praise builds business!
 ... you'll get it with a MITCHELL
 VAPORIZER on every installation.**

MITCHELL Direct-Fired Vaporizers are available in two sizes to meet the need for continuous LP gas service in a variety of commercial and industrial applications. For use with above or below ground LP gas systems, MITCHELL Vaporizers provide a safe, steady, constant-BTU supply of gas uninterrupted by freeze-ups due to temporary over-loads or heavy withdrawals.

Minimum Size Storage Required MITCHELL Vaporizers eliminate the need for oversize storage tanks to meet temporary overload demands ... hence make possible more compact systems. They are designed for use with all heating, drying or stand-by applications requiring from two to several hundred gallons per hour. (For the larger demands, MITCHELL Vaporizers may be manifolded together.)

Automatic Selective Control MITCHELL Patented "Automatic Selective Control" automatically controls the rate of gas vaporized to equal the rate of usage. It permits vaporizer to supply either generated gas, or storage gas ... or both at the same time. Simple, positive safety devices (providing overflow and pilot burner shut-off protection) make MITCHELL units safe and reliable.

Simple Installation Installation of MITCHELL Vaporizers is simple and easy; and once properly installed, they will give years of constant, trouble-free gas service. All MITCHELL units have been tested and listed under Underwriters' Laboratories' requirements.

Approved by
 Factory Mutual
 Laboratories



Listed by
 Underwriters'
 Laboratories

**Build a reputation for dependability
 with MITCHELL VAPORIZERS**



JOHN E. MITCHELL COMPANY

3800 COMMERCE STREET • DALLAS, TEXAS

Manufacturers of Fine Machinery for More Than Half a Century



Model 30

Provides up to 30 gallons of gas per hour ... well suited to the small and medium size industrial and commercial applications.



Model 70

Capacity: 70 gallons per hour. This unit is the largest standard MITCHELL Vaporizer. May be used singly or in manifolded combination for large industrial applications

SPECIFICATIONS

Model No.	Ht. (in.)	Dia. or Width (in.)	Depth (in.)	Shpt. Wt. (lbs.)	Rated Input (BTU/hr.)	Wkg. Pres. (psi.)	Pilot Burner (BTU/hr.)	Rated Cap. (gals./hr.)
30	39 1/2	13 1/4	—	125	30,000	250	1100	30.0
70	39	32	10	460	75,000	250	1100	70.0

Demonstration — in the showroom or before a women's group — and especially by a skilled home economist, is a powerful selling method for clothes dryers.



courage the employees to dry their laundry in them—and to bring their friends down. They'll start buying them and the servicemen will be turning in more good prospects because they will be talking to prospects from first hand experience gained at home.

"Install them in the sales vans—vent them—use an extension cord—then go down the road and give some real demonstrations. Nail that lady hanging up the clothes in the morning and dry them for her—once they're in the dryer you've got some time to talk to her. She'll be amazed to have her laundry dry at 10 a.m. on Monday, and will tell all her neighbors how it upset her schedule to be ready to put the clothes away 45 minutes after she washed them. This has probably never happened to her before and the dryer in the van gives you the opportunity to make all kinds of dramatic, timely demonstrations.

"Go after your prospects—what other prospects are so cooperative? They put out a big 5 by 7 flag—a bedsheet—a string of them, plus all the other items in a wash, and tell you how badly they need the dryer. They tell you if there are small children, their approximate

age, about how many, the type of work the husband does—learn to read clotheslines and time your calls to your best advantage.

"For instance—the appearance of a new string of diapers certainly indicates a wife just back from the hospital, tired, trying to regain her strength, loaded with extra work, perhaps losing sleep—and in many cases the husband wants to do all he can to ease the burden. What better time to get a dryer?

"After you sell yourself, look for the other easy sales. These are the ones that logically need it the most—the small family owned businesses that do their own laundry. The small motels, tourist houses, convalescent homes—spot them by the clotheslines in the morning. It's business with these people and if you can show them how to cut down on their investment in sheets, pillowcases, towels, spreads—and drudgery—you'll sell them.

"Now one last claim may pop up—only a crackpot would believe that you can start selling dryers in August! But don't they have August Fur Sales? And the furs can't even be used in August! You can sell anything if there is a need and if you try!

"What is the clothes washing season—365 days of the year—and doesn't everything that gets wet have to be dried? Why limit your sales to a few winter months? If you set up the mental hurdle of believing in a limited dryer season, the customer will go right along with you, and you'll be throwing possible sales to Reddy Kilowatt.

"Let's wake up and climb out of bed! Let's start talking about the only appliance we have that runs for half the cost of the electric unit. Learn about comfort and convenience that a dryer brings by first hand use in your own home! You have no other present market with such a low degree of saturation—less than one in ten has a dryer!

"Start preaching this new gospel that the 'labor making' clothesline is a relic from the age of the washboard and washtub. The Labor Saving Dryer is the twin of today's modern washing machine.

"And remember, every dryer sale helps save that customer for future range and water heater sales—gives you a pace-setter in that neighborhood who will help to lead others to the dryer that brings 24 hour comfort and convenience for only a nickel a load."

His story checks

So there we have the gospel according to Mr. Burnham. The man at the desk believes it is sound—and productive. It checks with everything else we have learned from dealers who have been successful in selling dryers.

From almost every source we learn this—to sell dryers, you must demonstrate them. The prospect simply can not believe their convenience, or how much labor they will save, without experiencing those benefits through personal use. How are you going to make those demonstrations?

First, they must be convenient for the prospect. Many dealers have overlooked this customer convenience by simply inviting them to bring in their baskets of wet laundry and dry them in the showroom. Who wants to do that? If you were a housewife, would you be willing to stop in the middle of the washing, change your clothes, dress the kids, put the basket of

all seams double welded and triple inspected

highest quality steel . . . two coat finish

meets ASME requirements bears UL label

6" weld on lifting lug can't pull off

delivered BONE DRY

All sizes and capacities through 1,000 gallons

A MASTER TANK

A MASTERPIECE OF STEEL FABRICATION

THE BEST TANK MONEY CAN BUY

...yet it costs less to sell



SHIPPED FROM QUINCY OR DALLAS
ALL LP GAS PRESSURE VESSELS SOLD
AND STOCKED AT BOTH MASTER
PLANTS

Don't keep costly inventories. Sell a tank today and it will be placed on shipment the same day. Overnight shipments from either Master plant can be made to practically any point in the United States. Less freight costs means lower prices. Order from your nearest Master plant . . . QUINCY, ILLINOIS or DALLAS, TEX.



MASTERPIECES OF
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Order your storage and transports from the Master plant nearest you. Shipments made by truck, railroad or low cost river barge.



TRANSPORTS



TANK TRUCKS



STORAGE



DOMESTIC



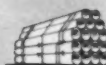
FILLING STATIONS



FARM CARTS



REFINERY



LINE PIPE

wet laundry in the car, and drive to town just to dry a basket of clothes? It is much easier for her to just lug them out in the back yard and hang them on the line, as usual.

Dealers who have invited prospects to bring a basket of soiled clothes the next time they come to town, and wash and dry them in the showroom, have gotten better results, but still not as good as they had hoped.

Probably the most effective way to demonstrate is that discussed by Mr. Burnham—put the demonstrator in a van, complete with a cylinder of gas and a long extension cord, and take it to the prospect. This has been quite successful.

Free home demonstration

A variation of this same idea, which has been better than 80 per cent successful for a number of appliance dealers, is to pick out four or five prospects who are particularly "hot," and arrange to install dryers in their homes for a free demonstration period of one week. Four out of five of these prospects have been unwilling to part with the dryers after this week of experience. Do you have any other appliance with which such a record can be made?

Many salesmen have overlooked another very important source of prospects—the women who still use wringer-type washers. They figure that the prospects are the housewives who have already installed automatic washers—who are already sold on the advantages of automatic laundry equipment.

They think that the owners of wringer-type washers are prospects for automatic washers, not automatic dryers. That's not necessarily so. Perhaps this prospect is not able to buy both a washer and a dryer, or a combination machine. So what? If she can't have both, she should first buy the machine that will save the most work and discomfort. Doesn't that describe the dryer? She can rinse and wring out the clothes indoors, just as she has been doing for years. Then, instead of carrying the heavy basket out in the weather and hanging each piece on the line, she can just drop them in the dryer and go on with her other work, or get some much needed rest. The gals who still wring out their clothes are really better dryer prospects than the ones who have an automatic washer to do that part of the job for them.

Rental program

And how about working out a good dryer rental program to ease the financial burden for some of those low-income folks with large families. Several LPG dealers are doing this with good success. One of them is Gus Horner, of Harrisburg, Pa. His company has found that the rental deal is quite successful in increasing dryer placements where selling would be difficult. The increased gas load is also quite considerable—and it is a year-round load.

Commercial installations

While you are planning to step up domestic sales volume, there is also the opportunity to cash in on

commercial installations. As noted by Mr. Burnham, there are numerous motels, guest houses, tourist homes and small sanitariums and rest homes where they do their own washing. They are all in the classified phone directories. A little fast work on the telephone will sort out the prospects, and tell you which of these can get along with a domestic model—which need one of the larger commercial type jobs which will handle loads two or three times as large.

And are there any apartments or cottage courts in your community? These are the very best kind of prospects. If they are full-up, they need the convenience of a community laundry to help hold their tenants. If they are troubled with vacancies, the extra convenience of complete do-it-yourself laundry facilities is a potent influence in filling vacancies.

The apartment owners, and some of the businesses mentioned above will ask for coin operated machines. You can get them in both the domestic and commercial sizes. These income-producing units pay for themselves.

All of these "commercial" installations are far more important to you than they are to the dealer who just sells appliances. You have a stake in future profits from supplying the gas. The appliance store has no such future interest. They sell the dryer and make one profit. Their "future" in the deal is the service obligation, and that is all. It makes no difference to them whether the dryer runs from a gas pipe or a wire—but the electric company will help them to do their selling. You are "on your own," selling both the dryer and the fuel for a double profit. It is important to get these commercial sales because they are part of the key to your future domestic sales—you sell them on the basis of economy. Economy is important to these purchasers, because the dryers are one element in their scheme of making a living. And after you make these sales, you can show your domestic prospects that these commercial purchasers chose gas because it costs less to operate than electricity.

(Continued on page 56)

Suggested Program for Sales Training Meeting Number 14

Sales meeting Number 14 should be divided into two parts: domestic and commercial.

During the domestic dryer part, outline methods of demonstrating the clothes dryer in the showroom and at the home. Have the salesmen volunteer additional ideas for demonstrations. If possible, announce a method whereby company salesmen can earn a clothes dryer for their own home by meeting a certain clothes dryer quota.

The part of the sales meeting on commercial dryers should be taken up with first pointing out to salesmen the wide open market, telling them exactly where to look for commercial dryer sales. Then, in the time remaining, let the salesmen volunteer sales points for commercial gas dryers while someone writes the points out on a blackboard.



You take it from *LITTLE JOE*...

Here is the one super safe relief valve construction for motor fuel tanks

FOR SAFETY REASONS, YOU DON'T WANT SAFETY DEVICES STICKING OUT LIKE A SORE THUMB

Yes, the Fisher H360 relief valve was designed with safety in mind. It's a super safe relief valve intended for installation on LP-Gas containers to safeguard them against the loss of tank contents in case of accident.

With the H360 you can eliminate transportation hazards because all operating parts are internal with respect to the fuel container.
No chance for trouble.



H360
Safety relief valve



D113-1
Filler valve

TYPE J411
Liquid level gauge

TYPE C112
Service line shut-off valve

E102-1
Vapor return valve

For further information send for Fisher Bulletin LP-50.



IF IT FLOWS THROUGH PIPE ANYWHERE IN THE WORLD... CHANCES ARE IT'S CONTROLLED BY

FISHER®
Controls

FISHER GOVERNOR COMPANY Marshalltown, Iowa



Pollock, S. D., gets its first load of LPG as transport fill; the town's 17,000 gal. tank. A second tank is planned.

Transplanted model community

POLLOCK IS PIPED FOR PROPANE

By RALPH J. SMITH

POLLOCK, S. D., is a model community with a propane gas system to match. Both come from the town's nimbleness in turning a municipal death sentence to civic advantage.

Pollock is an agricultural trading community that will be drowned beneath Missouri River water backing up behind the Army Engineers' Oahe Dam in the center of the state at Pierre. The world's biggest compacted earth dam, Oahe will have a reservoir longer and deeper than Lake Ontario. It will forever flood old Pollock, located four miles south of the North Dakota border.

In moving to a new location on high ground one-fourth of a mile from the old town, Pollock cut all ties with the customary and the traditional. To make sure that everything would be what they wanted, residents planned for a year and a half before a spadeful of earth was turned.

"We'd had too much old fashioned inconvenience," explained Mayor Clifton C. Bader. "A livable

town is what we want now."

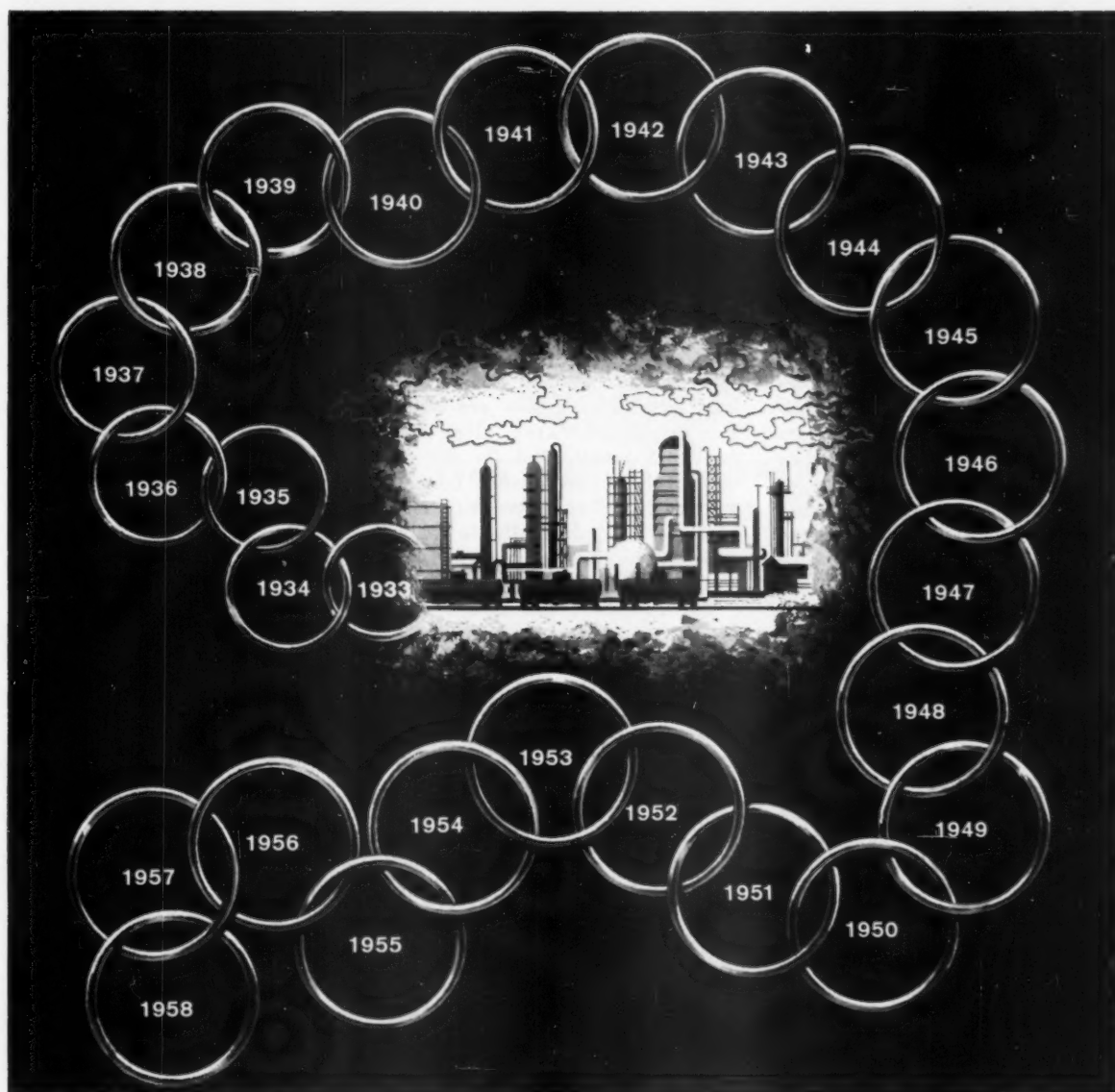
Now that the new town is a reality, Pollock residents have continuing testimony on how well their forethought has paid off. Experts have dropped in from such places as Kansas and Massachusetts in this country and Israel and Pakistan from abroad to study Pollock as a model of small community design. Col. Thomas J. Hayes, Omaha district chief of Army Engineers, has de-

scribed it as an ideal of what a town relocation should be.

One result of forethought is the gas system, which gives residents the convenience of propane gas that is piped through mains from a central storage tank. It is the only such installation in either North or South Dakota. To make the system available, a group of community leaders set up the Pollock Gas Co. Inc., capitalized at \$50,000.



Pollock Gas Co. Inc. lays the mains that blanket the model community with propane.



The unbroken chain

ONE OUT OF FIVE contract customers has continuously purchased Shell propane from ten to 25 years without interruption.

Shell has been able to achieve this excellent record for one important reason: reliability of supply—it is a long established Shell policy to sell propane only within our capacity to produce.

A Shell representative will gladly show you the advantages in a Shell Propane contract.



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The firm has one 17,000 gal. tank and has run the footings for another of the same size. It owns a ditcher and so far has installed about one-third of the three miles of mains to be laid. The principal mains are 4 in. pipe. Takeoffs to serve each block are 2 in. in diameter, while leads are 1 1/4 in. in diameter. Pressure is 5 lb. Straight propane vapor is used.

Coverage of the town is 100 per cent. Furnaces, space heaters, ranges, hot water heaters and refrigerators are among the appliances. Average is two appliances per home. Because the community still is in transition, groups of houses are being served temporarily from strategically-spotted temporary tanks until they can be hooked into the system.

The layout is designed so that it can be switched over to natural gas without change should it ever become available.

The result of forethought is apparent not only in the gas system but in every detail of the community. It can be seen in the orientation of the streets, the single leg spherical water tank—symbol of the first community water system—that rises up from the prairie, and in the general preparations for comfortable living.

Pollock's residential streets, in contradiction to the American tradition of having a town square with the compass, are laid out on

the bias. This was prompted not by caprice but to secure all-season benefits. In winter time, the streets are opened to the sweep of South Dakota's prevailing northwesterly wind. The result is that they are blown clear of South Dakota's heavy winter snow. Last winter, in a season of heavier than usual snow, streets kept themselves open without recourse to plows.

Pollock's business section has "the widest street in South Dakota." Business houses are compactly concentrated along its two-block length. Yet its 150 ft width, with a center safety island, enables it to handle two hundred cars parked diagonally in four rows without traffic congestion on shopping days.

The new town has provided a supply of pure water from wells that tap a deep strata far below the alkali of the surface supply, and the sanitary wastes are taken care of in a sewer system that ends in a modern lagoon treatment plant. A new modern dial telephone system provides 24-hour service to replace the former daytime-only service with the magneto type instruments still so common in isolated areas. Ample electricity is available for home and municipal use, but it is significant that most of the home appliances are connected to the gas system.

The most impressive thing about Pollock is the dynamic enthusiasm that has been kindled in its residents. In the certainty of its death and the uncertainty over its future, the old Pollock threatened to waste away from erosion of spirit before it was physically destroyed. Buildings ran down and grew shabby. Residents moved away. Unity of spirit sagged.

Now there is a surcharge of drive as residents labor to translate into accomplished fact their ideal of a model place in which to live. The linking of accomplishment and spirit has an accelerating quality that promises to make the town bigger than itself. Since the move started, Pollock's population has grown from 350 to nearly 600. The first lots plotted by the Pollock Development Corp. have all been sold and new lots have been laid out. Residents who moved away in the period of doubt over the town's future are returning, some from as far away as California. Newcomers have left neighboring towns to move to Pollock. New businesses are being established throughout the community.

"Planning a community with modern facilities has paid off," said Editor Eldredge MacKay of the *Pollock Pioneer*. "All this wouldn't be happening if Pollock were just another prairie town."

The community's attitude was summed up by Rudolph Kluckman, who at 93 is the town's patriarch. He homesteaded in the neighborhood in 1884, 21 years before there was a Pollock and six years before the occurrence of South Dakota's—and the United States'—last Indian battle. Mr. Kluckman remarked on the sentiment attached to the old town and spoke without regret at moving from a community warm with the memories of the events of a lifetime.

"Your memories you can carry with you. Here it is nice to live," he said. And modern conveniences like the town's gas system make life nicer, even for the last members of the sod-house generation. ■



The new city of Pollock, S. D., stands one-quarter mile from the old town. The single-legged silver sphere is the water tower.



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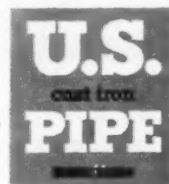


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As the LP-Gas Industry grows, so will grow the business of everyone selling to it.

news



New air conditioners will be introduced soon

Smaller gas air conditioning units with increased capacity will be marketed in the near future, the AGA's Air Conditioning Promotion Committee learned when seven manufacturers reported on present products and research for the future.

Quieter units with increased economy and efficiency are undergoing final tests, W. W. Selzer, Columbia Gas System Service Corp., committee chairman, said. Not only will they cool and dehumidify more efficiently than other type units, but they will purify air by ridding it of odors and germs, he stated.

Present at the meeting were representatives of Arkla Air Conditioning Corp., Bryant Manufacturing Co., Carrier Corp., Comfort Products Inc., Ready-Power Co., Weatherbuster Corp., and York Corp.

McNamar Boiler acquired by Cherokee Laboratories

Cherokee Laboratories Inc., Tulsa, Okla., have acquired McNamar Boiler & Tank Co., which will merge with two other steel products companies.

The announcement was made by David A. Garrick, president of Cherokee, and James Jackson, president of McNamar. The new firm will be temporarily named Southwest Steel Co. and all manufacturing will be at the McNamar plant location. Eventually the company will be named Cherokee Steel Inc., Mr. Garrick said.

The other steel firms which have

merged are Southwest Steel Co. and Santa Fe Steel Co., both of Tulsa.

Mr. Garrick will be president of the new combine and Mr. Jackson, vice president. The company will be a subsidiary of Cherokee Laboratories, which owns several other companies.

McNamar manufactures liquid petroleum gas storage tanks and equipment, including truck transport tanks for butane and propane, refinery vessels, "package" gas compressors and cement block drying autoclaves.

The new company will continue in these fields and will manufacture refinery equipment controls, instrumentation for oil equipment and a wide range of products.

"We have fine engineering and scientific research talent in the men of the three companies, and by putting them together we will be able to produce a much needed range of new products," Mr. Jackson commented.

The company will retain the Southwest Steel and Santa Fe Steel plants for storage purposes, Mr. Garrick said. McNamar has a 13-acre site with two acres under roof, including seven acres for future development.

Freight rates lowered in the Southwest

Freight rate reductions on L. P. gas shipments within the Southwest were approved August 7 at a meeting of railroad executives in St. Louis. At this hearing spokesmen for the LPGA urged these cuts and another proposal which could lead to reduction for the industry in the middle western states.

Continuing its policy of urging lower freight rates, LPGA's Transportation committee showed the roads that a market potential in the 10 states of better than 166 million gal. a year could be realized

in motor fuel alone if rates are made competitive with other liquid fuels.

States in the Western Trunk line area are North and South Dakota, Minnesota, Wisconsin, Illinois, Nebraska, Iowa, Missouri, Colorado and Kansas.

Following the public hearing the southwestern lines approved the reductions proposed for shipments entirely within the states they serve. They also approved the reductions discussed for the 10-states Western Trunk area. Roads serving that territory and the Illinois Freight Association will have to act on the Southwestern plan before the savings show up on marketers' freight bills.

Campaign is underway to sell gas incinerators

The first all-out major market campaign to sell the smokeless-odorless gas incinerator was launched in Chicago on September 11, and is being carried on through October with manufacturers, gas utility companies and dealers cooperating.

The entire Chicagoland market—including parts of Indiana and Wisconsin—are being covered in an intensive sales drive.

The campaign was launched with a dramatic demonstration—burning loads of garbage and trash in the ballroom of Chicago's Blackstone Hotel permitting civic officials to see and sniff for themselves to prove the efficiency of the incinerator in disposing of garbage and trash without smoke or odor.

Auto & Aero will move to new Cincinnati building

The Auto & Aero Supply Co. Inc., central distributors of LPG carburetion, automotive, industrial and marine equipment, in early fall will move to a new building at the northwest intersection of Spring Grove Ave. and Knowlton St., Winton Place, Cincinnati, according to an announcement by G. Earl Koch, president.

The Auto & Aero firm, established in 1920, represents a diversified group of leading manufacturers of automotive and industrial equipment. Among these are Bendix Products division of Bendix Aviation Corp., Bendix-Westinghouse Automotive Air Brake Co., Johns-Manville Corp., American Liquid Gas Corp., Marvel-Schebler division of Borg-Warner Inc., and



D. A. Garrick
President



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carload?**

whatever your need
we want your order...

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L.P.G. MAN**

Anchor has the facilities to meet your need, whatever or wherever it is. And moreover, Anchor wants your order . . . wants you as a customer. They'll go out of their way to see that you are given every service humanly possible. Anchor's nation-wide facilities are of the most modern. Anchor men are skilled and experienced. There is one near you. So, reach, L.P.G. man, for that phone. Call Anchor in Tulsa, CHerry 2-7261.

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Zenith Carburetor division of Bendix Aviation Corp.

Besides its broad operations in the automotive, industrial and marine fields, Auto & Aero has pioneered in the development of L. P. gas as an engine fuel, both from sales and service in pursuance of educational activities. Part of the new building was designed to house the educational department.

The organization serves a large part of the Ohio Valley, particularly in the southern tier of Ohio counties, southeastern Indiana, western and central Kentucky and West Virginia.

Robertshaw begins work on Eastern Research Center

Construction started recently on the new Eastern Research Center of Robertshaw-Fulton Controls Co.

The research and development facility located 15 miles from Philadelphia in King of Prussia, is the fifth such installation for Robertshaw.

Completion of the center is expected before the end of the year.

Ralph V. Coles, the center's general manager, described it as a completely integrated research establishment. The one story building will be air conditioned, with the exception of a small testing laboratory mainly for repetitive experiments on heated appliances. Other departments include general laboratory, engineering, general offices, library, conference room and model shop.

The 18,000 sq ft center on a 20-acre site is planned for maximum flexibility, with movable partitioning used throughout. A staff of 100 scientists, engineers, technicians and others will be employed initially.

Mr. Coles said an experimental home will be constructed at the laboratory site in the foreseeable future.

General Gas' L. P. gas sales increase

General Gas Corp. recently reported net income of \$111,388 or 7 cents per share on sales of \$13,154,101 for the first six months of 1958. This compared with net income of \$273,086 or 18 cents a share on sales of \$14,348,830 during the first half of 1957.

Hal S. Phillips, president of the Baton Rouge firm, said that sales of "Generalgas" during the first



After enjoying 30 years of trouble-free service, C. L. Goldammer, a Milwaukee homeowner (right), bids farewell to his old American-Standard gas water heater—still in good working condition—and welcomes in a new one. The old gas-fired unit was manufactured by the American Radiator Co., predecessor of American-Standard. Mr. Goldammer tells G. D. Bruggemann Jr. (left), American-Standard representative, that he is looking forward to another 30 years of trouble-free service.

half this year totalled 46,850,000 gal., an increase of more than 23 per cent over the 37,963,000 gal. marketed during the comparable 1957 half. He added:

"Net earnings before taxes in the L. P. gas operations were \$619,438 for the first half of 1958 as compared with \$256,361 for the six months ended June 30, 1957. Net earnings after taxes in this division amounted to \$283,438 this year as compared with \$146,361 last year."

Sando named consultant to Otto Bernz Co.

Peter A. Sando, former president of Nedick's Stores Inc., has been appointed consultant to the Otto Bernz Co. Inc., Rochester, N. Y., a manufacturer of portable propane appliances.

Announcement of the appointment was made by Sidney J. Reich, president of Bernz, who said that Mr. Sando will serve as advisor on the development of a restaurant model of the Bernz-O-Matic ceramic grille.

Mr. Sando will advise Bernz engineers on the practical design of the restaurant unit, which is called the Otto Bernz Charc-O-Matic. It will connect to a restaurant's gas line and occupy the space of an average flat-top grille.

Accident and fire facts published by Council

The 1958 edition of "Accident Facts," the National Safety Council's statistical yearbook, is now available.

It contains facts and figures on all types of accidents—industrial, traffic, motor transportation, home, farm and school.

Several sections of the annual publication are devoted to occupational accidents, and provide a comprehensive background for an industrial safety program.

The Council has also published an accordion-fold pamphlet, "Don't Be Alarmed," giving the latest information and advice about prevention of fires.

The common and uncommon causes of fire are presented in "Don't Be Alarmed" in an "easy-to-read, hard-to-forget" manner.

The pamphlet comes with room on the cover for imprinting a firm name.

Further information on both publications and quantity prices may be obtained from the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

\$80 million products line to West Coast planned

Foothills Products Pipeline Ltd. is studying plans for construction of a products pipeline from Alberta to the Pacific Coast.

The proposed line, estimated to cost \$80 million, would transport liquid by-products from present and future natural gas fields in Alberta.

The Foothills firm has been incorporated by a group of Canadian businessmen sponsored by the Pembina Pipeline Ltd. and Mannix interests.

The project is under discussion with Shell Oil Co. of Canada.

Master Tank opens new Dallas office building

Opening of the new Master Tank & Welding office building in Dallas highlighted the company's 22nd year of service to the industry. The structure is modern in every detail, and is located on the 32 acre track of land that headquarters the Dallas plant.

The company's executive, engineering and sales offices moved into operational form with no interruption in service to customers. The

A NEW NAME



for a fine, well Established Product



New Advertising Plan for Sinclair L P-Gas Distributors

Ask about the new advertising plan offered Sinclair TRUFLAME distributors. It is one of the most comprehensive plans ever offered to the industry. This advertising plan adds another extra to Sinclair's "famous five"—INTEGRITY, REPUTATION, QUALITY, SERVICE and PERFORMANCE.

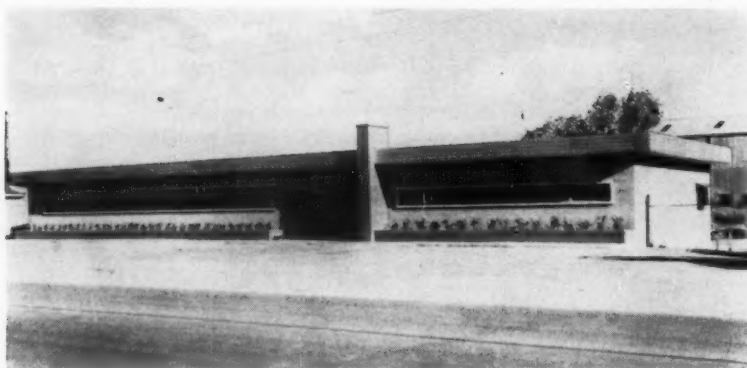
As a Sinclair LP-Gas distributor you now have the added prestige of a brand new LP-Gas trade name. TRUFLAME, a name selected after months of research, is for the exclusive use of Sinclair LP-Gas distributors, in conjunction with their own names.

TRUFLAME is a name your customers can easily remember. By using the names of your company and Sinclair TRUFLAME together, you will give top consumer recognition to your LP-Gas. This new nationally advertised trademark will gain respect with each passing year.



Sinclair Oil and Gas Company
Liquefied Petroleum Gas Sales Department
Sinclair Oil Building, Tulsa, Oklahoma

SINCLAIR
A Great Name in Oil



Master Tank & Welding Co.'s office building in Dallas. The one-story structure occupies 5000 sq ft of floor space.

new one-story structure occupies 5000 sq ft of floor space.

A unique feature of the building is the tornado-proof vault that has been installed. It is constructed to withstand any of Nature's forces that would endanger lives.

This is the third major building project undertaken by Master Tank since the ravages of the 1957 tornado.

Robertshaw to build new plant near Youngwood, Pa.

Robertshaw-Fulton Controls Co. will build a \$2.5 million plant for production of thermostatic control devices for home appliances and industry near Youngwood, Pa., on the Pennsylvania Turnpike.

T. T. Arden, president, in announcing the new plant, said it will replace present manufacturing facilities operated at Youngwood and at nearby Scottdale by the firm's thermostat division. The company has a foundry at Scottdale and manufactures the control devices here.

The new facility is expected to be ready for operation in about 18 months. Plans call for a modern one-floor manufacturing building designed for in-line production, with an adjoining office building.

Both the plant in Youngwood and the foundry in Scottdale will continue operating until the new building is completed.

Suburban Propane sales continue to rise

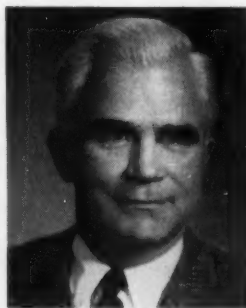
Sales of the Suburban Propane Gas Corp. for the first six months reached another all-time high. In a

statement issued recently, Mark Anton, president, said that gas sales were \$18,549,151 as compared with \$17,123,750 for 1957, or an increase of 8.3 per cent.

Mr. Anton stated further that the earnings for the six-month period ending June 30 were the second highest, for a similar period, in the history of the company. Earnings for the first six months of this year were \$1,120,015 as compared with \$1,023,905 for the same period in 1957. He said that this represents an increase of 9.4 per cent over 1957 and is equivalent to earnings of slightly over 75 cents per share of common stock versus 68 cents for the first six months of 1957.

A. R. Olson is president of the Protane Corp.

Andrew R. Olson has been elected president of the Protane Corp., a Weatherhead subsidiary, effective August 15. He will be located in the general offices of the corporation in Cleveland, Ohio, succeeding



A. R. Olson
Protane Corp.

Morris H. Wright, who is leaving Protane to become a general partner in the investment banking firm of Kuhn, Loeb & Co. in New York City.

Mr. Olson was employed as a salesman by the Philgas division of Phillips Petroleum Co. in May 1931. He was later promoted to district manager and then to regional manager. In August 1943 he became manager of the Philgas wholesale division with offices in Bartlesville, Okla. Since September 1948, Mr. Olson has been employed by Suburban Propane Gas Corp. as vice president and manager of operations.

Dallas, Texas, plant opened by Aeroquip

The installation of new plant facilities in Dallas, Texas, has been announced by Aeroquip Corp., Jackson, Mich. The announcement was made by Peter F. Hurst, president.

Including offices, the plant has 10,000 sq ft of floor space. Complete facilities will be available for assembly, proof test, and inspection of hose assemblies.

Manager of the new plant is Clyde Stratton. It is located at 9105 Sovereign Row, P. O. Box 35463, Dallas.

Three Tuloma drivers earn safe driving awards

Three L. P. gas transport truck drivers employed by Tuloma Gas Products Co. have been presented safe driving awards.

E. J. Smith and Ralph Vernon of Yorktown, Va.; and B. J. Vardy of Casper, Wyo., were given the awards by J. L. Potter, Tuloma traffic manager, following their completion of one year of accident-free driving.

GE plans to consolidate communications business

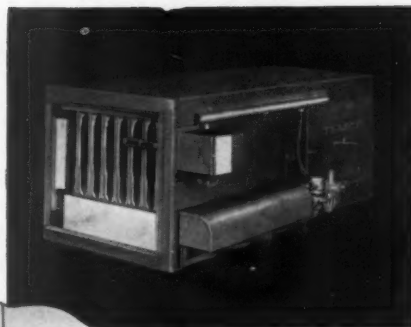
General Electric Co. recently announced plans to consolidate its communications business in an existing company plant in Lynchburg, Va.

The Communication Products Department, which makes two-way radio and point-to-point communication equipment, now has headquarters offices in Liverpool, N. Y., and manufacturing facilities in Syracuse, Utica and Clyde.

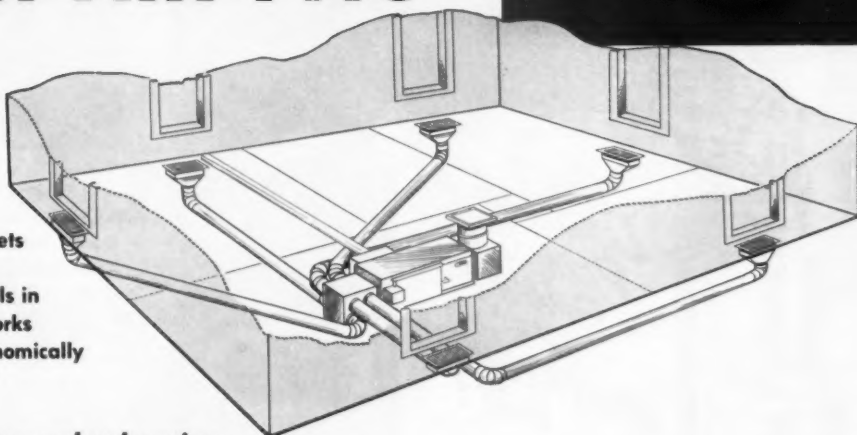
A definite time-table has not been established but the company announced that the moves would begin as soon as detailed planning is completed. They will take place gradually over a period of several months.

Greatest sales potential in years!

TEMCO'S sensationally new PERIM-AIR-PAC*



*Low-priced, factory-complete gas forced-air kit, including ducts and accessories! Blankets walls with warm, filtered air! Installs in only one day! Works perfectly and economically on L.P. gas! **



Break thru your sales barrier with this revolutionary advance in Temco engineering!

Based on practical research and time-tested methods, Temco brings to you the distinctively different perimeter system . . . a superior method of heating that affords a thick blanket of warm air for outer walls! Your customer benefits two ways:

- (A) Temco's Perim-Air-Pac reduces the percentage of heat loss, and thus, cuts operational expense.
- (B) By placing warm air diffusers near outside walls, Temco's Perim-Air-Pac assures your customer of even, healthful heat, at all times, throughout the house.

It's easy . . . with so many sales-compelling features!

Perim-Air-Pac is a complete, factory-inspected kit that provides everything needed for installation:

1. Furnace, in a choice of three sizes, with BTU input ranging from 80,000 to 120,000.
2. Warm air and return air plenums, all ducts and elbows.
3. Floor registers, controls and clean air filter.

Everything you need in one kit, packaged for easy handling, and convenient, one-day installation—with no costly labor charges! Famous Minneapolis-Honeywell controls to insure safe, automatic

operation. The Perim-Air-Pac can be easily and economically adapted to air conditioning.

It's profitable . . . with so many sales outlets!

You can boost your volume sales in every market with the Temco Perim-Air-Pac! In rural and urban areas alike, Temco's sensational Perim-Air-Pac is ideally suited for basements, crawl space or attic. And, as a special plus to your sales, Perim-Air-Pac may be used to replace a present floor furnace by simply using the grill for a return air register.

It's a cinch to convert more L.P. users!

Perim-Air-Pac is the sales ammunition you need to reach new, untapped markets, where more customers will readily accept your sales story for L.P. gas! Temco's Perim-Air-Pac will help you to greater sales in competitive markets, too! By introducing this revolutionary new heating system, you have opportunity to explain the superiority of L.P. gas—and how efficiently and economically it works with the installation of the Temco Perim-Air-Pac.

** Operates equally well on natural and manufactured gas.



TEMCO, inc.
NASHVILLE 9, TENNESSEE
"Gas Heating Specialists for the Nation"



"THE COMPLETE LINE OF GAS HEATING EQUIPMENT"
ROOM HEATERS • FLOOR FURNACES • WALL HEATERS • UNIT HEATERS
WARM AIR FURNACES • AIR CONDITIONING • GAS WATER HEATERS

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Tell me more about Perim-Air-Pac.

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Makes SENSE to me...

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ONE SOURCE

for CYLINDERS and
all my other LP-Gas
Equipment too!

More and more LP-Gas dealers are making Weatherhead their one source of supply for 100, 60, 40 and 20 lb. cylinders. They're looking to Weatherhead too for regulators, valves, hose fittings and tools — in fact, for everything necessary for complete commercial, industrial or domestic bottled gas systems. Dealers know that one source — Weatherhead — means easier servicing, prompt delivery.

Ask about
the new 551
LP-Gem regulator
PERSONALIZED for better
Dealer Business Promotion



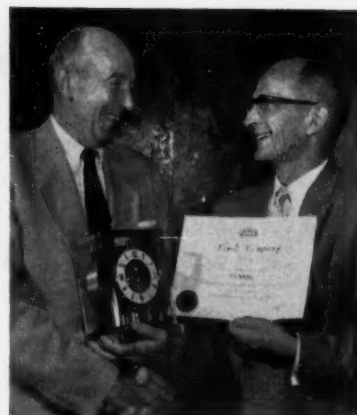
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Leasing Plan?
Send for
Information
Today!

**WARRANTEE
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LP-Gas Equipment Division
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Export Division: Cleveland Ohio • Cable Address, WEATHCO

Your One Complete Source of LP-Gas Equipment



Thomas T. White, (left), widely known in the LPG industry, receives from T. W. Eselgroth a 25-year service certificate and a clock that runs perpetually. Mr. White joined Linde Co., division of Union Carbide Corp., in 1923. He advanced to company cylinder sales to the LPG industry in 1946 and he now handles Linde's cylinder sales.

NEWS NOTES

The Fairbanks Co. announces the appointment of Henry H. Paris Distributor Inc., as exclusive sales agent for Fairbanks bronze and iron body valves in the states of Texas, Oklahoma, and Arkansas. The Henry H. Paris Co. will maintain a complete stock of Fairbanks valves in Houston for prompt servicing of the distributors and jobbers in its sales territory.

Mo-Kan Blue Flame Gas Association, a group of natural and L. P. gas companies in Missouri and Kansas, has adopted the advertising character Handy Flame as its spokesman. This is the fourth gas group now using the copyrighted character to promote gas services and gas appliances.

Robertshaw-Fulton Controls Co. has selected Mrs. America to tell all about its newest household controls in a series of advertisements beginning September 1958. Mrs. Helen Giesse, of Cleveland, Ohio, and her three attractive children will be featured in full page ads in five different consumer magazines.

Automatic Switch Co. announces the appointment of the Ives Equipment Corp. as authorized stocking distributors of Asco solenoid valves. Ives is located at 114 For-

"We've used Du Pont Methanol in LP-Gas for 12 years ...not a 'freeze-up' call from over 3,000 customers!"



Paul Nell of Rockford Propane pours Du Pont Methanol into additive device. Less than 10 gal. are required to protect 18,000-gal. storage tank of LP-Gas against hydrates and icing.

...says Kenneth Worland, Assistant Manager, Co-owner, Rockford Propane Company, Rockford, Illinois



"Du Pont Methanol is doing a complete dehydrating job for us," continues Mr. Worland. "It removes all moisture from our bulk lines, mobile containers, supply lines and home systems.

"Since we began using Du Pont Methanol in 1946, we haven't had a 'freeze-up' complaint. And service has been so good from our Du Pont Agent we haven't had to overstock."

Over a million gallons of LP-Gas per year pass through the Rockford Propane Company's three 18,000-gal. storage tanks. Midwinter temperatures frequently dip below zero. Rugged service conditions—but Du Pont Methanol stays on guard.

Try Du Pont Methanol in your LP-systems. It takes only 5 to 10 gal. to protect 10,000 gal. of LP-Gas. Du Pont Methanol is 99.85% pure, 100% volatile, water-soluble, non-corrosive. Your Du Pont Agent listed below is ready to give you prompt service.

TYPICAL ANALYSIS:

PURITY EXCEEDS.....99.85%
Distillation range.....1.0°C
Acetone content.....0.003% Max.
Water content.....less than 0.1%

POLYCHEMICALS DEPARTMENT



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

For fast, dependable service—contact your local Du Pont Methanol Agent

ARIZONA
Phoenix.....Braun Chemical Co.
CALIFORNIA
Los Angeles.....Braun Chemical Co.
San Francisco.....Braun-Knecht-Heimann Co.
COLORADO
Denver.....The Chemical Sales Co.
FLORIDA
Jacksonville.....Apperson Chemical, Inc.
Miami.....Biscayne Chemical Labs., Inc.
Orlando.....Lenfestey Supply Co.
Tampa.....Lenfestey Supply Co.
GEORGIA
Atlanta.....Chemical Services, Inc.
ILLINOIS
Chicago.....Central Solvents & Chemicals Co.
Chicago.....Phillips & Martin Co.
INDIANA
Ft. Wayne.....Hoosier Solvents & Chemicals Co.
Indianapolis.....Hoosier Solvents & Chemicals Co.
IOWA
Des Moines.....Miller Chemical Co.
KANSAS
Wichita.....Barada & Page, Inc.
KENTUCKY
Louisville.....Dixie Solvents & Chemicals Co.
LOUISIANA
New Orleans.....Southern Solvents & Chemicals Corp.

MARYLAND
Baltimore.....Leidy Chemicals Co.
MASSACHUSETTS
Boston.....Howe & French, Inc.
Holyoke.....Eastern Chemicals, Inc.
MICHIGAN
Detroit.....Western Solvents & Chemicals Co.
Grand Rapids.....Wolverine Solvents & Chemicals Co.
MINNESOTA
St. Paul.....Lyon Chemicals, Inc.
MISSOURI
Kansas City.....Barada & Page, Inc.
Kansas City.....Missouri Solvents & Chemicals Co.
St. Louis.....Missouri Solvents & Chemicals Co.
METROPOLITAN NEW YORK
Lyndhurst, N. J.....Stoney-Mueller, Inc.
NEBRASKA
Omaha.....Miller Chemical Co.
NEW JERSEY
Lyndhurst.....Stoney-Mueller, Inc.
NEW MEXICO
Albuquerque.....Braun Chemical Co.
NEW YORK
Albany.....Eastern Chemicals, Inc.
Binghamton.....Collier Chemicals, Inc.
Buffalo.....Chemical Sales Corp.
Johnstown.....S. H. Ireland Chemical Co.
New York.....Stoney-Mueller, Inc.
Rensselaer.....Eastern Chemicals, Inc.
Rochester.....Chemical Sales Corp.

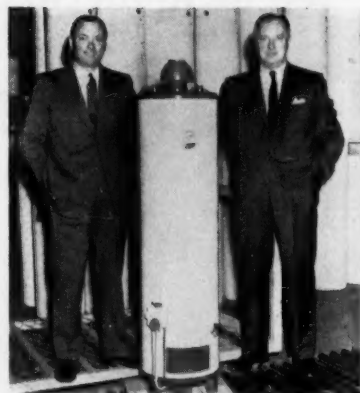
Syracuse.....Eastern Chemicals, Inc.
NORTH CAROLINA
Durham.....Cardinal Products, Inc.
OHIO
Cincinnati.....Anaco Solvents & Chemicals Co.
Cleveland.....Ohio Solvents & Chemicals Co.
Toledo.....Toledo Solvents & Chemicals Co.
OKLAHOMA
Oklahoma City.....Ward Chemical & Supply Co.
Tulsa.....Ward Chemical & Supply Co.
OREGON
Portland.....Van Waters & Rogers, Inc.
PENNSYLVANIA
Pittsburgh.....Vitro Manufacturing Co.
TENNESSEE
Memphis.....Chapman Chemical Co.
Nashville.....Chapman Chemical Co.
TEXAS
Dallas.....Texas Solvents & Chemicals Co.
Dallas.....Van Waters & Rogers, Inc.
El Paso.....Braun Chemical Co.
Houston.....Texas Solvents & Chemicals Co.
Houston.....Van Waters & Rogers, Inc.
UTAH
Salt Lake City.....Braun-Knecht-Heimann Co.
Salt Lake City.....Wasatch Chemical Co.
WASHINGTON
Seattle.....Van Waters & Rogers, Inc.
Spokane.....Van Waters & Rogers, Inc.
WISCONSIN
Milwaukee.....Wisconsin Solvents & Chemicals Corp.

rest Ave., Narberth, Pa. The Delaware Valley Engineering Co. will no longer act as an authorized Asco valve distributor, according to Automatic Switch.

Mission/Gaffers & Sattlers recently introduced its complete line of glass lined water heaters at the Los Angeles NAPC Convention. Daryl Giles, national marketing manager for Mission, pointed out this move to all glass lined heaters was prompted by the company's modern mass-production glass firing facilities.

A total of 3436 year-round residential gas air conditioning units were shipped during the first six months of 1958, compared to 1305 units shipped during the first six months of 1957, AGA reports. The industry forecasts shipments in excess of 7000 residential gas units for 1958 compared with 2467 shipped in 1957.

The Peerless Heater Co., Boyertown, Pa., has just announced the appointment of Power Boiler Sales, 721 Bryant St., San Francisco 7, Calif., representatives for the state



First Rheem automatic storage water heater to be made in Canada rolls off the line at Hamilton, Ont., under the eyes of Trumbull Warren (left), president and general manager of Rheem Canada Ltd., and C. V. Coons, executive vice president, Rheem Manufacturing Co., New York.

VIKING LP-GAS PUMPS

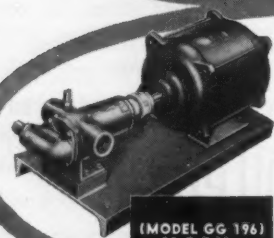
3 MODELS IN 4 SIZES

for every fueling and bottle-filling need



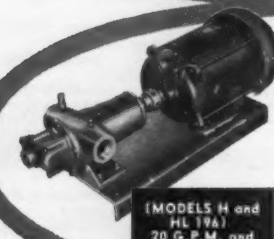
(MODEL FH 696)
5 G.P.M.

The most compact, light weight Viking LP-Gas fueling pump on the market. Includes same sturdy Viking "gear-within-a-gear" construction as larger models. Mounted directly on to flanged 1/3 HP, 3450 RPM motor. Pump includes ball bearing construction and safety by-pass valves.



(MODEL GG 196)
10 G.P.M.

A sturdy Viking "gear-within-a-gear" pump equipped with mechanical seal, ball bearing and O-ring construction, with safety relief on suction port and safety by-pass valve on pump head. Direct connected to 1/2 HP, 1750 RPM motor . . . and all mounted on formed steel base.



(MODELS H and HL 196)
20 G.P.M. and 30 G.P.M.

For fastest fueling and bottle filling of LP-Gas, two sizes of Viking "gear-within-a-gear" pumps. Both have similar construction to the 10 GPM model GG 196, shown above. 20-gallon pump is direct connected to 1 HP, 1750 RPM motor and 30-gallon pump to 1 1/2 HP, 1750 RPM motor.



Send for folder SP479 B and Catalog H B today

VIKING PUMP COMPANY

Cedar Falls, Iowa, U.S.A. In Canada, it's "ROTO-KING" pumps

SEE OUR FILE IN BUTANE-PROPANE CATALOG

of California. W. L. Burkhardt, president of Power Boiler, has made arrangements to carry a complete line of Peerless equipment in his warehouse.

American Air Filter Co.'s New York City Branch office has changed its address. It is now located at 292 Madison Ave., New York 17. No change was made in the telephone number. At the same time, the firm's Eastern Regional office moved into 292 Madison Ave.

Signal Oil & Gas Co. will soon be headquartered in a new 15 story building to be constructed in downtown Los Angeles, it was announced recently by Samuel B. Mosher, chairman of the board. The building to cost in excess of \$5 million, will be located on Wil-

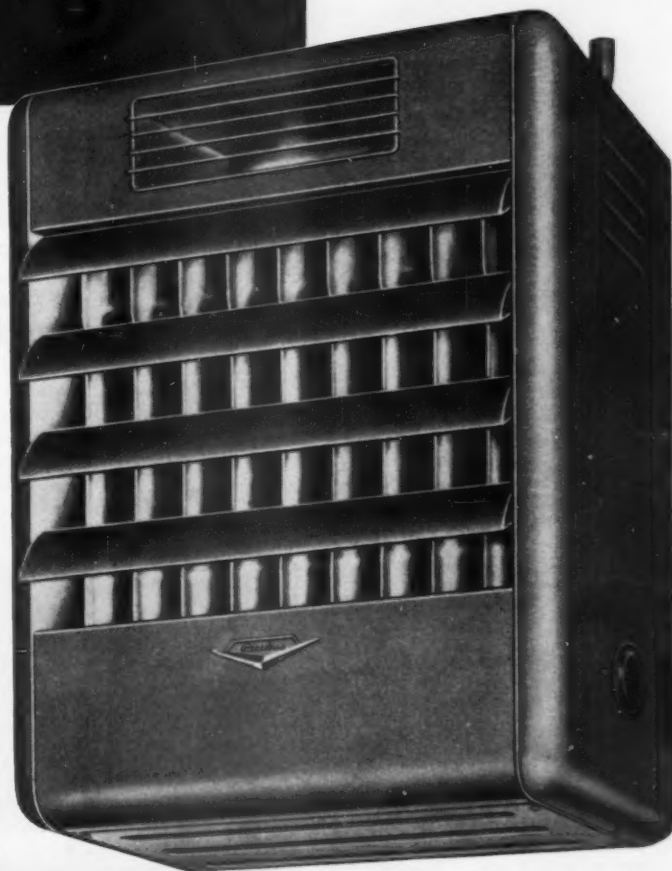


Peerless® GAS UNIT HEATERS

The
**MOST
ADVANCED
HEATER
ON TODAY'S
MARKET**

- ✓ CHECK THESE POWERFUL
PEERLESS SELLING FEATURES
- ✓ SELF CONTAINED
- ✓ AUTOMATICALLY CONTROLLED
- ✓ INTEGRAL MEANS OF AIR CIRCULATION—EITHER FAN OR BLOWER
- ✓ ALUMINIZED STEEL HEAT EXCHANGER
- ✓ FLUE COLLECTOR BOX
- ✓ FINGER-FLEX LIVE RUBBER MOTOR MOUNTING
- ✓ CAST IRON BURNERS
- ✓ ADJUSTABLE AIR CIRCULATION LOUVERS
- ✓ SUMMER FAN SWITCH
- ✓ AUTOMATIC FAN CONTROL AND LIMIT CONTROL
- ✓ THERMOCOUPLE OPERATED 100% SAFETY PILOT VALVE
- ✓ QUIET ELECTRIC SOLENOID
- ✓ AIR FOIL PROPELLER FAN
- ✓ HIGHEST QUALITY DEEP-DRAW STEEL JACKET WITH ATTRACTIVE GREY-GREEN FINISH
- ✓ A.G.A. APPROVED FOR ALL GASES
- ✓ AND MANY, MANY MORE REFINED DETAILS THAT ARE PEERLESS EXCLUSIVES

Write for Literature



PEERLESS IS NEW — IT'S CHANGED . . . TO GIVE MORE FOR THE MONEY, TO FIT THE TIMES . . . TO FIT THE NEEDS FOR TODAY AND TOMORROW.

A UNIT FOR EVERY PURPOSE . . . NEW LOWER PRICES . . . NEW NEUTRAL GREY-GREEN COLOR . . . NEW CABINET STYLING . . . MORE COMPACT . . . ECONOMICAL TO OPERATE . . . EASIER INSTALLED . . . QUIETER OPERATION . . . PROVED ENGINEERING PRINCIPLES . . . VIRTUALLY NO MAINTENANCE . . . RUGGED AND DEPENDABLE.

PEERLESS MANUFACTURING DIVISION
OF DOVER CORPORATION
LOUISVILLE 10, KENTUCKY

shire Blvd. at the southwest corner of Beaudry St. Construction is scheduled to begin about November 1. It is expected to be ready for occupancy by the spring of 1960.

Pond-Johnston's Miami, Fla., warehouse was closed and consolidated with the Jacksonville, Fla., warehouse last July. The Jacksonville warehouse is located at 555 Osceola St.

Net income of Superior Propane Ltd., Toronto, Ont., Canada, for

the third quarter ended August 31 increased about 30 per cent over net income of the same quarter of 1957, J. I. Crookston, vice president and treasurer, reported. For the final quarter ended November 30 he expects a still greater relative increase.

General Processing Corp., Quincy, Mich., has been appointed distributor for the Vaillant line of tankless water heaters throughout the Midwest, according to an announcement by Norman H. Lee, Norco Inc., president.

How to sell gas clothes dryers

(Continued from page 40)

The final reason for extra effort in making these commercial sales is equally important. They are used a great deal more than the domestic machines—the annual consumption of gas is a great deal higher.

Emotional appeals

Now, a final word about the emotional appeals that are most effective in helping to close appliance sales. Motivation surveys to determine what type of appeals are most effective in closing sales of labor-saving appliances and equipment reveal a surprising thing! Women are becoming somewhat sensitive about all this labor saving. Traditionally, "women's work is never done." They remember how much more work their mothers and grandmothers had to do, and it makes many of them feel a little guilty to think that they have it so much easier. They still want to take it easy, but they do not like that guilty feeling.

The dryer increases the amount of leisure time at their disposal. Leisure for what? Matinees, bridge parties, golf, swimming, cocktail parties? Those are the sort of activities with which this feeling of guilt is associated. That may be what they will do with the leisure time, but they do not like to admit it. They want to dream about this leisure as a means of finding time to do things for which they can earn praise instead of criticism. They accept the idea of leisure to permit them to do more of the commendable things, like taking better care of their homes and families, helping the PTA or the church, preparing special foods of which their husbands and families are very fond—any of the long list of unselfish activities. Watch it—don't sell them social leisure—sell extra time to do a better job of being a wife, mother and friend.

In this respect there is no appliance on the floor that will give the little lady more for her money than a good L. P. gas dryer. ■

Positive, Leakproof Connections

WITH **HANSEN** 3-GRL 1621

**QUICK-CONNECTIVE COUPLINGS
FOR L. P. GAS**

APPROVED BY
UNDERWRITERS'
LABORATORIES



Specifically designed for L. P. gas line connections, Hansen GRL Couplings completely eliminate the hazard and annoyance of leakage or spillage of gas.

To connect (no tools required), you merely push the Plug into the Socket—all the way. To disconnect, just turn sleeve—Coupling instantly and automatically shuts off both ends of line.

Sockets available with 1/4" female pipe threads. Plugs available with 3/8" female pipe threads.

PARTIALLY ENGAGED

Cutaway view of partially engaged Coupling. Note double protection against spillage—with Coupling already sealed by O'Ring—and with flow of gas still completely shut off on both sides of line by valves in the Socket and Plug.

FULLY ENGAGED

Cutaway view of fully engaged Coupling. Coupling Ring-Lock provides positive lock in groove of Plug—O'Ring completely seals Coupling—valves are actuated to open position to permit free flow of gas through connection.

Write for descriptive literature

SINCE 1915



QUICK-CONNECTIVE FLUID LINE COUPLINGS

THE HANSEN

MANUFACTURING COMPANY

4031 WEST 150th STREET • CLEVELAND 35, OHIO

Mississippi Tank T-1 Transports haul

"24% MORE PAYLOAD!"



This new Mississippi Tank Company Transport's capacity of 8,050 wg is 1,550 gallons greater than the owner could haul across Mississippi with transports of old-type steel. An affiliate of National Butane Company of Alabama, National Gas Products operates seven big transports, six of them built by Mississippi Tank.

Payload capacity and maintenance expense are two main factors affecting operating costs. Mississippi Tank engineering plus T-1 Steel enable you to substantially reduce these costs and thus make *extra profits every day you operate!* Here's how: 1) the lighter weight of T-1 Steel allows you to haul more payload per trip and 2) Mississippi Tank's advanced manufacturing techniques such as stress relieving, X-Ray testing and rigid inspection assure trouble-free operation and long-lasting service. And every Mississippi Tank T-1 Transport is precisely balanced for perfect load distribution!

DELIVERY COST-CUTTER:

Mississippi Tank Company's
3,075 wg

T-1 Titan



***Let us show you how T-1 Steel equipment can pay for itself
in a matter of months. Just use the coupon . . .***



*Our Engineers
have wings!*

Wherever you are, whatever your problem, give us a call and we'll quote on equipment tailored to your needs.



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TANK COMPANY**

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MISSISSIPPI TANK COMPANY
Hattiesburg, Miss.

☐ Please give me, without obligation, an estimate of the number of months it will take for Mississippi Tank Load-King Transports to pay for themselves in my fleet. I operate . . . transports, average capacity . . . w.g. Each transport makes . . . trips per year.

☐ Send complete information on the 3,075 wg Titan Delivery.

NAME

COMPANY

ADDRESS

CITY and STATE



ASSOCIATIONS

Alabama elects J. D. Lay association president

Alabama gas distributors, meeting in their annual convention, elected J. D. Lay president of the Alabama LPGA for the 1958-1959 term. The time was August 3-5, and the place was the Whitley Hotel in Montgomery, Ala. Mr. Lay

is with the Marshall Butane Co., of Albertville.

Other officers for the same period are Horace Spottswood, National Butane Co., Mobile, vice president, and Margaret Krueger, Foley Butane Co., Foley, secretary-treasurer. James L. Deupree is executive secretary of the association.



Alabama's Outgoing President, J. R. Vaughan, (left), receiving silver service from J. D. Lay, Marshall Butane Co., Albertville, new president of the association.

NEW.....and even Finer
THE IMPROVED
"MASTER" VISIBLE
FLOAT GAUGE
for LPG and NH₃



Bulk Storage!

your Biggest Dollar Value... because it's TAYLOR-made...

- Completely Corrosion-Resistant
- Balanced Twin Counter Weights
- Extra Large Stainless Float
- Moisture-Proof Dial Assembly
- Easy-To-Mount Die-cast Head
- Sturdy Die-cast Gear Fork
- Hi-tensile Aluminum TUBING Float Rod
- MANY MORE NEW AND FINER FEATURES

WRITE TODAY FOR FULL DETAILS AND PRICES

MEEDER EQUIPMENT CO
 1745 N. EASTERN,
 LOS ANGELES

ODELL GLASS CO
 1277 HARDEE ST. N. E.,
 ATLANTA



1213 S. AKARD, DALLAS 2545 SUMMER, MEMPHIS

J. R. Vaughan, outgoing president, opened the convention and presided at several of the sessions, including the panel discussion of "The Uses of L. P. Gas." Max Fetty, Delta Tank Manufacturing Co., of Baton Rouge, La., emceed the T. V. talent program and the banquet.

The principal speaker was Frank Plummer, president of Birmingham National Bank, whose subject was, "Financing Retail Paper." A film entitled, "L. P. Gas at Work in Alabama," shown at the convention, will be made available to other associations, according to existing plans.

Former newspaperman joins Council staff

Shepard D. Robinson, former weekly newspaper editor and publisher and more recently assistant to the editor of *Modern Hospital* magazine, has joined the staff of the National LP-Gas Council.

In announcing the appointment, E. Carl Sorby, president of the Council, said Mr. Robinson will be a staff writer for the organization, which conducts a public relations, sales promotion and advertising program for the L. P. gas industry.

Management training meet held in California

An L. P. gas management school was held in California July 16-17. The site was the University of California at Berkeley and sponsoring the event was the Western Liquid Gas Association.

There were 50 registered attend-

ants, who studied "Accounting," "Sales," and "Human Relations."

Leading the discussions in the various subjects were Prof. William J. Vatter on "Records and Information Needed in Management Decision-Making," Prof. James R. Longstreet in "Financing the Business," and Prof. Delbert J. Duncan on "Developing and Maintaining Customer and Employee Relations."

Purdue will conduct LPG managers conference

October 7 and 8 are the dates set for a conference for L. P. gas managers conducted by Purdue University, division of Adult Education, LaFayette, Ind., according to Merle M. McClure, assistant director.

According to Mr. McClure, there will be two sessions each day with a dinner meeting the evening of October 7. The forenoon session of the first day will be devoted to "Credits and Collections," and the afternoon session to "The Analysis of Business Statements."

The first session of the second day will be devoted to "Training Responsibilities and Techniques," and the afternoon session to "Sales Techniques."

Each speaker will beam his remarks specifically to the L. P. gas manager.



Officers of the Kentucky LPGA elected at the annual business session are (seated), Miss Frances L. Holliday, secretary; and E. Jack Lee, Ashland Oil & Refining Co., Ashland, president. (Standing), Charles E. Nead, Nead & Holliday, Burnside, treasurer; B. L. Hankins, Hankins Appliance, Jett and Frankfort, 1st vice president; and William D. Johnson, Red Devil Butane Gas Co., Franklin, 2nd vice president.

DON'T UNDERESTIMATE

THE POWER OF THIS

METALBESTOS SEAL!



Now he can get a full night's sleep... thanks to the Metalbestos "Safety System"

"Midnight call-backs" used to cheat this installer out of a full night's rest. He's relaxed now, though, knowing that the "Safety System" protects him... and his customers... from these consequences of faulty gas venting:

- * "False leaks" that are actually vent condensation
- * Stale, polluted air from draft hood spillage
- * Pilot failure resulting from carbon-dioxide-loaded vent gases

The Metalbestos "Safety System" puts a permanent end to all these after-hour complaints... because draft hood spillage and condensation are impossible when an all-Metalbestos vent is designed and installed according to the Metalbestos "Safety System" Gas Vent Tables.

Learn how the Metalbestos Gas Vent Tables simplify installations... maintain your quality reputation by eliminating wasteful "call-backs." Write Dept. M-10.

Stocked by principal distributors in major cities. Factory warehouses in

Akron, Atlanta,
Chicago, Dallas,
Des Moines,
Los Angeles,
New Orleans,
Woodbridge, N.J.



METALBESTOS DIVISION

WILLIAM WALLACE COMPANY - BELMONT, CALIF.

Oklahoma groups provide instruction courses

Distributors and servicemen connected with the L. P. gas industry in Oklahoma had opportunities in July and August to enlarge their viewpoints and improve their techniques as a result of two undertakings sponsored by the Oklahoma Liquefied Petroleum Gas Association.

The first was a management conference, held at the State university July 21-23 and conducted by the university's College of Busi-

ness. Subjects covered included, "Public Relations in the Local Community," "Employee Supervision and Training," "Profit and Loss Control Factors," "Capital Investment—Ownership Interest," "Analysis of Operational Problems," and "Customer Relations—Sales and Service."

The service school was held at the University of Oklahoma, also, and was presented by that institution's Business and Industrial Services in cooperation with the Oklahoma Liquefied Petroleum Gas Administration, in addition to the

state association. Active in the direction of the program were Carl Strange, association educational chairman; C. Chester Pate, administrator, and Glenn A. Springer, association executive secretary.

Minnesotans lay plans for October convention

The annual Fall convention of the Minnesota LPGA is scheduled for October 27-28 at the Nicollet Hotel in Minneapolis, and will be under the direction of Joe Reagan, Home Gas Co., according to Emmett Nystrom, executive committee chairman.

General sessions and business meetings will be held on the first day, followed by an evening banquet.

The second day will be devoted to five workshop sessions that will constitute a complete sales and merchandising seminar, presented by top men in the gas industry, and directed by the association's educational committee.

New Mexico group elects Fred English president

At the mid-August convention of the New Mexico Liquefied Petroleum Gas Association Fred English was elected to the presidency for

KEEP IT CLEAN

(The Product, that is!)

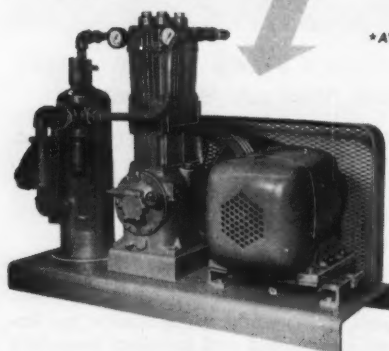
THE NEW CORKEN

DRY CYLINDER VAPOR PUMP

(Look for yourself — see! no lubricator!)

THE ONLY COMPRESSOR YOU CAN BUY — AT ANY PRICE! —

- made expressly for the LPG and NH₃ industries
- guaranteed not to put ANY oil into your product! (it can't)
- protected against liquid damage two ways:
 - by the famous Corken liquid trap
 - by the special built-in valve in each piston
- practically maintenance free (just change crankcase oil twice a year)



* AVAILABLE AS SEVERAL DIFFERENT UNITS

1. stationary unit—for bulk plants
2. portable unit—for truck or transport mounting
3. compressor only—for truck or transport mounting, using the truck engine to drive the compressor.

UNLOADS LIQUIDS—RECOVERS VAPORS—LOADS DELIVERY TRUCKS, OR FIELD TANKS WITH EASE!

WRITE FOR NEW BULLETIN 290-V

SEE YOUR CORKEN DISTRIBUTOR OR CONTACT—

CORKEN'S



P. O. BOX 1062 • OKLA. CITY



"Miss Future Home Economist of 1958" Miss Martha Layne Hall, Shelbyville, as she approaches the moment of her coronation by Kentucky LPGA outgoing President C. Wayne Doran, Kengas Inc., Owensboro. Miss Hall was awarded an engraved silver tray, a check for \$100, the rhinestone tiara with which she was crowned, and an arm bouquet of roses.

CALENDAR

Coming events
in the Industry

1958

October 5-6—Oklahoma LPGA Convention—Tulsa Hotel, Tulsa, Okla.

October 5-7—Mountain States District LPGA Convention and Trade Show—Antlers Hotel, Colorado Springs, Colo.

October 6-8—New York State LPGA Management Workshop—Cornell University, Ithaca, N. Y.

October 7-8—L. P. Gas Managers Conference conducted by Purdue University, Division of Adult Education, La Fayette, Ind.

October 9-10—California Natural Gasoline Association 33rd Annual Fall Meeting—Huntington-Sheraton Hotel, Pasadena, Calif.

October 10—West Virginia LPGA Convention—Hotel Stonewall Jackson—Clarksburg, W. Va.

October 13-15—American Gas Association 40th Annual Convention—Atlantic City, N. J.

October 14—New Jersey LPGA Convention—The Ambassador Hotel, Atlantic City, N. J.

October 27-28—Minnesota LPGA Merchandising Conference—Nicollet Hotel, Minneapolis, Minn.

November 11-13—Pennsylvania LPGA Management Conference—Penn State University, University Park, Pa.

1959

January 11-12—Arkansas LPGA Mid-Winter Meeting—Hotel LaFayette, Little Rock, Ark.

October 12-14—Northeast Regional LPGA and Trade Show—Sheraton Park Hotel, Washington, D. C.

All associations are invited to send in dates of their forthcoming meetings for this calendar.

the 1958-1959 term. Mr. English is with the Carrizozo Hardware Co., Carrizozo, N. M.

Rex Wheeler, Sacra Bros. Co., Roswell, was named vice president, and Dick McCowen, Tkardo Newsum Co., Las Cruces, became secretary-treasurer.

Approximately 200 members of the LPG industry in New Mexico attended the annual affair, held in Albuquerque.

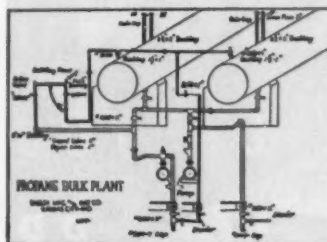
Among the speakers were Maurice Sanchez, Berl Huffman, W. D. Badgett, L. M. Snyder (Whirlpool

Your One Supplier with everything in L. P. gas
and Anhydrous Ammonia Equipment



"The Loadmaster" LPG Truck Tank

PASLEY-DESIGNED Truck Tanks (see above and right) were first to feature all controls from one location. All operation is from one point—rear compartment.



BULK PLANTS Pasley LPG and Ammonia type installations—a turnkey job or engineering for your own installation. Write, wire or call.

Also a complete line of accessory equipment.

"Pastels By Pasley"

Blush Peach
Sunshine Yellow
Mustard Lime
Eureka Orchid
Lake Blue

Smoky Grey
Seafoam Blue
Wedgewood Green
Rose Beige
Desert Rose

COLOR—The Modern Trend! Bring your LPG Equipment up to date. Available in the following colors . . . (write for information)



EVERYTHING IN LPG AND ANHYDROUS AMMONIA

The Pasley Mfg. & Dist. Co.

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Corp.), Sen. F. Jack Dangle and Weldon F. Kite.

Outgoing officers of the New Mexico association are Blewett Cotton, president; W. S. Eoff, vice president, and Harry Washam, secretary-treasurer.

Illinois dealers discuss industry problems

The 1958 convention of the Illinois LPGA was held at the St. Nicholas Hotel in Springfield August 5-7 and provided the attending members with some valuable discussions of problems which daily concern their operations.

The first day's session was devoted to a panel type meeting covering the general topic, "Your Industry, Your Association and Your Business." The presiding officer was Rowe V. Griffith.

An analysis of L. P. gas companies, using actual financial and operating reports, was the feature of the second day's meeting. The speakers were Leo Kerber, sales manager of Hicksgas Inc., and Tom E. Ennett, president of Rockford Propane Co.



H. V. Beck
American Meter



Paul Clements
Phillips & Buttorff

HILDING V. BECK has been named vice president and chief engineer of American Meter Co. Inc. He has been chief engineer since 1954 and previously served in the research and engineering departments since joining the company in 1936.

PAUL CLEMENTS has been promoted to general sales manager for Phillips & Buttorff Corp. Mr. Clements fills a vacancy created by the retirement of H. M. DOAK, former vice president in charge of sales. Mr. Clements has been with the company since 1955, serving in various management capacities.

EARL C. THOMPSON has recently been appointed chief engineer in charge of Power Flame Division Inc.'s program for new development. He was formerly manager of product development for Kewanee Boiler division of American-Standard.

JACK PERCY has been appointed assistant sales manager of the Gas Equipment Co. Inc. for Texas, Louisiana, Oklahoma and Arkansas, it is announced. He was director of advertising and sales promotion for two years before this appointment and will continue as manager in these divisions of the company.

WILLIAM T. CONWAY has been appointed sales representative for the northeast section of New York State by Schutte & Koerting Co. Mr. Conway will provide sales and engineering service in this area for all SK products.

LET BEACON THROW

LIGHT . . . ON YOUR

L-P GAS PROBLEMS



BEACON

PETROLEUM COMPANY

P. O. BOX 2100

• TULSA, OKLAHOMA

• PHONE LUther 5-5553

GERALD POPE, assistant general sales manager since May 1957 has advanced to general manager of sales of the J. B. Beaird Co., Inc. Mr. Pope succeeds MELVIN A. FINUF, who has moved up to the staff of the executive vice president as marketing assistant. Mr. Pope became associated with Beaird 11 years ago as a sales engineer in the Shreveport office. Operations of the special products division and the storage and contract section



R. W. Rademacher
J. B. Beaird



Gerald Pope
J. B. Beaird

have been consolidated under the direction of J. S. RICHEY, who has been designated manager of contract sales. Storage and contract sales were formerly directed by R. W. RADEMACHER, who has been promoted to manager of Beaird's new eastern division, with offices in New York. In addition, JOHN HENDRYX has been promoted from product manager to manager of the compressor sales. Mr. Hendryx has been with Beaird since 1951. Activities of both contract sales and compressor sales will be under the direction of W. W. SENTELL, manager of the general products sales division.

CLYDE G. STRATTON has been appointed as manager of the new Aeroquip Dallas plant, it is announced by Aeroquip Corp., Jackson, Mich. His duties will include supervision of all assembly and administrative activities at the plant. He was formerly manager of the company's industrial warehouse in Dallas.

DALE BLUMQUIST will cover the Salt Lake City trading area and BEN T. CLARK will serve the Denver and adjacent territories as factory representatives for H. C. Little Burner Co. Both representatives are now in their home areas after an indoctrination program at H. C. Little headquarters.

JOSEPH A. MEKEL is manager of the technical service and application department of Bryant Manufactur-



TRANSPORT WITH **RONEY** FITTINGS

IN YOUR SERVICE



Excess flow valve—high flow, low pressure drop. #3001 series.

Large acme thread adaptors and couplings for safety.

All new relief valves—completely recessed for safety. Specially designed for transports and bobtails. 2" and 3" sizes.

Rotary gauge, #331 series. Special rugged design for mobile equipment.

Special space-saving angle valve incorporating excess flow valve. #830.

FITTINGS EXPRESSLY DESIGNED FOR MOBILE EQUIPMENT.

RONEY INC.,

105 COLE STREET, DALLAS, TEXAS

LOOK TO RONEY FOR LPG AND NH3 EQUIPMENT

GENERAL L-P GAS TANKS

20 lb.—40 lb.—60 lb.—100 lb. Cylinders

Complete Line of Accessories for Single or Double Hook-ups . . . Regulators—Valves—Racks—etc. Everything that is needed for complete Bottle Gas Installation.

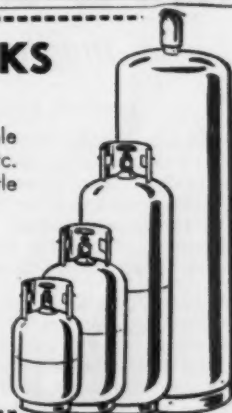
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General Processing Corporation

Main Office and Factory: Quincy, Michigan

West Coast Division:

10854 E. Central Ave., El Monte, California



ing Co. Formerly associated with the Borden Milk Co. and Frigidaire Sales Corp., he joined Bryant in August 1956 as a service and application specialist. His new duties will include the coordination and supervision of technical service, application engineering, technical training and technical literature production.

NORBERT T. GRAINER, assistant to the manager of the Skokie, Ill., plant of General Controls Co., has been appointed regional manager for the automatic controls firm in the middle west with headquarters at Cleveland, Ohio. Mr. Grainer has been with General Controls for more than eight years, starting as sales engineer in the Chicago branch.

ROBERT A. WASHBURN has been appointed assistant general sales manager of H. C. Little Burner Co. He was formerly regional manager for the Wedgewood gas range division of Rheem Manufacturing Co. His previous connections include serving as general manager of S. K. Nelson Co. M. M. PETTIS is northern California factory representative for the company. His

previous connection was with Thompson & Holmes as sales manager.

DONALD A. BYBEE has joined Sinclair Oil & Gas Co.'s liquefied petroleum products sales department as sales promotion and advertising representative to assist with the company's new Truflame L. P. gas advertising program. He had experience in petroleum products marketing and sales promotion in Wyoming prior to joining Sinclair.



D. A. Bybee
Sinclair Oil



W. F. Johnson
Hardwick Stove

WILLIAM F. JOHNSON has been appointed sales manager and J. B. HANSEN sales promotion manager of Hardwick Stove Co. Mr. Johnson has been associated with Hard-

wick for the past four years as sales promotion manager. Mr. Hansen formerly was account manager of the Franklin Manufacturing Co., Minneapolis. Both men will be headquartered at the company's general offices in Cleveland, Tenn.

HAROLD A. JONES has been appointed vice president and eastern manager for Motorola Communications & Electronics Inc. He had been the vice president in charge of the Midwestern area. Mr. Jones replaces LOWELL E. WHITE who will be working on special assignments for Arthur L. Reese, vice president and general manager of the sales organization. ROBERT N. SWIFT was named vice president and Midwestern area manager to succeed Mr. Jones. Mr. Swift had been sales manager, special markets in the Midwestern area.

LOYD J. BECKMAN has been elected secretary and director of Cities Service Oil Co. Mr. Beckman succeeds F. B. PLANK who retired on September 1. Mr. Beckman joined Cities Service in 1929 as assistant chief clerk of the Oklahoma marketing division. Mr. Plank has been with Cities Service since 1918. He served in various capacities in the tax departments both in Bartlesville and in New York before becoming secretary of Cities Service Oil Co. in 1951.

THOMAS F. BARTLEY is the field sales manager for Whirlpool Corp. He will assist general sales manager John Crouse in the coordination and supervision of the activities of regional and district managers and will provide marketing help and counsel to the company's 78 wholesale distributors. He succeeds James V. Baxter who resigned in June to enter his own business. Named to succeed Mr. Bartley as range sales manager is GERALD L. HARTMAN, former gas range product manager.

HARRY J. LEYDA, 62, president of the Dallas Tank Co., died recently. He first joined the firm as general sales manager in 1944. He served subsequently with the federal government, General Steel, and Lone Star Steel. Last March he was named president of Dallas Tank. He is survived by his widow Helen and a daughter, Mrs. Jane Robisin.

A man owes it to himself and his family to become successful. Once successful, he owes it to the Bureau of Internal Revenue.



NEW LP GAS-FIRED MONEY MAKER

the Johnson Radiant Pig Blanket

especially designed to keep pigs warm and dry in winter

Now you can offer hog raisers a brooder heater that takes the gamble out of winter farrowing. The Johnson Radiant Pig Blanket keeps two litters warm and dry in the worst winter weather. Lets the farmer farrow in the winter and get hogs to market when prices are highest.

Radiant Pig Blankets are good money-makers for you too. They're popularly priced at \$43.95, every hog raiser can afford them. And since they're fueled by LP gas, you have a good bottle gas customer with every Pig Blanket you sell.

Get in on the sure fire sales and profit that are yours with the Johnson Radiant Pig Blanket. Advertising and promotion aids are yours free.

Write today for complete information.





"Best Buy I've found"

THE NEW *Sherwood*

"O" RING TYPE LPG CYLINDER VALVE

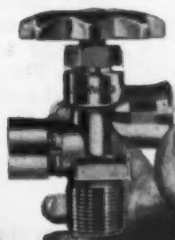
ONE LOW PRICED MODEL HANDLES ALL ICC CYLINDERS UP TO AND INCLUDING 200 LBS. Designed, engineered and quality produced by Sherwood, the oldest name in the cylinder valve industry, these new valves offer old time dependability at a big saving to regular Sherwood users. To users still unfamiliar with Sherwood's traditional high quality . . . it offers a real challenge to test this FAR BETTER valve that's PRICED on a par with very ordinary valves.

Sherwood "O" Ring Valves are made with a forged brass body and all corrosion resistant parts. This new concept of "O" Ring design brings you friction-free, valve-stem sealing . . . completely leak free and 100% effective. This feature removes the old bug-a-boo from this substantially lower cost valve. In addition, this design has a FASTER FILLING RATE than you can EVER USE. The safety device is C.G. 7 or 8 spring loaded relief valve, with specially formulated rubber seat insert, which permits 700 CFM of LPG to discharge at 480 PSI inlet pressure. Safety device capacity is sufficient for use on any LPG cylinder up to and including 200 lbs. Tested and approved by the Underwriters' Laboratories.

Four basic styles available from stock. $\frac{3}{4}$ " NGT Inlet Connections with ALL STANDARD outlet connections, as well as "specials" on order.

**WRITE FOR THIS
FACT FOLDER**

Completely illustrates all std. models plus call out chart on features. Gives all facts.



Sherwood Valve **DIVISION**

ALUMINUM & BRASS CO., INC. • LOCKPORT, N.Y.



IN PRODUCTS AND TRADE LITERATURE

*For further information on items reviewed in this section use
the convenient post-paid Readers' Service Cards on pages 67, 68*



Manifold for propane service

A manifold, which is designed to hold any number of propane cylinders, marks a step forward in bulk service by putting older heavy type cylinders, as well as new light weight cylinders to work, and by eliminating more costly types of bulk installations, according to Linde. It offers a choice of propane capacities ranging from 200 to 2000 lb or more. Only one man is required for installation. No special equipment or handling is needed. Dual extension units can be added or removed without taking the manifold out of service or interrupting the continuity of supply.

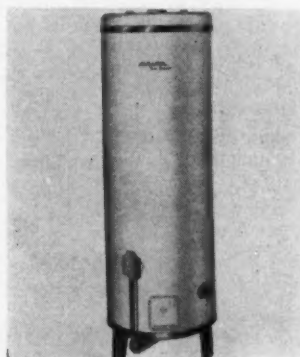
Circle 1 on Readers' Service Card

Ventilating heater

A ventilating heater, manufactured by the Morrison-Pelsue Co., clears manholes of explosive gases. It is a 62 lb portable equipped with a Briggs & Stratton engine which

has been converted to propane carburetion. Can be used as a ventilator only, producing 300 to 800 cu ft of fresh air per minute. All heated air passes through a stainless steel heat exchanger which produces from 10,000 to 45,000 Btu's per minute with a 90 deg. temperature rise.

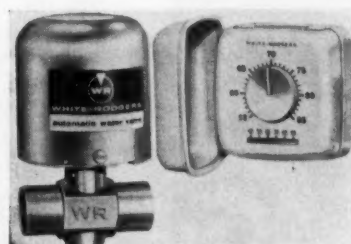
Circle 2 on Readers' Service Card



Line of water heaters

H. C. Little Burner Co. is now manufacturing a complete line of water heaters. The line employs a method of welding glass linings to the galvanized tank that increases the overall life of the tank and eliminates hazard of corrosion. Improved heat transfer is effected by off-center flue ways and internal baffling that conducts super-heated gases to the side of the flue chamber. The line includes both galvanized and glass lined tanks of 20 to 100 gal. capacities in residential and commercial models.

Circle 3 on Readers' Service Card



Zone control package

White-Rodgers has announced a zone control package for hydronic heating which provides multiple zone control using one circulator and one relay. A thermostat and a small motorized water valve maintain the desired temperature in each zone, eliminating the need for extra circulators, relays and flow control valves. This system meets FHA requirements for zoning split level homes, and can be applied to existing as well as new installations. The control packages of thermostat and valve are available with valves of $\frac{3}{4}$, 1 and $1\frac{1}{4}$ in. pipe sizes.

Circle 4 on Readers' Service Card

LPG grain dryer

The "tox-o-wik" L. P. gas grain dryer incorporates a vertical round bin design with cone-shaped bottom and vertical auger which assures even drying and temperature of grain, according to Tatge Chemical Co., manufacturer. Only the one vertical auger is required. It circulates the grain as well as unloads it.

Circle 5 on Readers' Service Card

FOR MORE INFORMATION

about New Products
in this Issue

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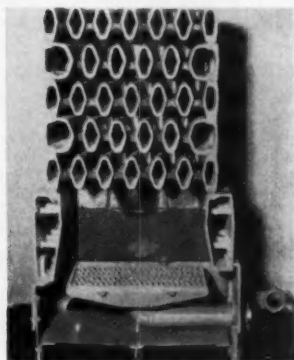
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number of the
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Crane

Manley WC-4 crane with elongated swinging boom has been specifically designed to handle L. P. gas tank installations. The unit has a reversible winch and reversible clutch, and can raise and lower load under power. It can be operated from controls alongside winch which eliminates necessity of two man operation. It comes complete with power take-off.

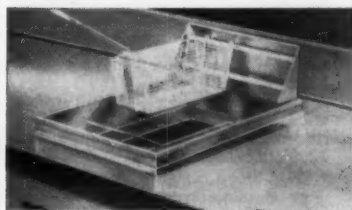
Circle 6 on Readers' Service Card



Cast iron boiler

The Peerless series of automatic gas fired cast iron boilers, features multiple staggered heat passages. Horizontal heat transfer through the staggered passages greatly increases the heat absorption of the hot gases before reaching the flue chamber. It comes completely packaged—wired with automatic controls, tested and assembled with jacket.

Circle 7 on Readers' Service Card



Built-in gas fryers

Completely self-contained with a fully insulated burner chamber, Frymaster built-in deep fat frying units can be installed in less space

than required by separate units. Additional space saving can be effected by utilizing the area under the fryer for storage cabinets. Available in 15, 35 and 55 lb capacity. One degree action thermostats and safety pilots are standard equipment.

Circle 8 on Readers' Service Card

Multi-zone air conditioning

American Air Filter Co. introduces a multi-zone air conditioning unit. The roll-o-vent automatic filter section, which assures constant

air delivery at all times, and makes filter changing automatic, is an exclusive feature of the line. The Multi-zone is a compact single central station unit. Eight different sizes are available, with air capacities ranging from 3400 to 36,000 cfm.

Circle 9 on Readers' Service Card

Pre-amplifier for two-way radio

A 450 mc pre-amplifier unit is available from General Electric. It increases sensitivity of the receiver at the office location. This has the



Rochester Gauges has it!

World famous Rochester Gauges are performing the toughest jobs with trouble-free, rugged ease — day after day! Rochester's complete line of easy-to-read Criteria's, the larger Magnetrons, and compact Flow Indicators truly indicate that "Rochester Gauges the Industry."

Demand Rochester Criterion gauges on your next tank order or order direct from factory.



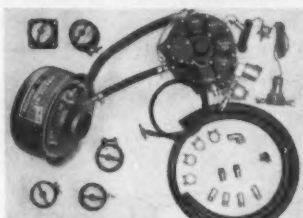
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OF TEXAS

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SALES OFFICES: DALLAS; ATLANTA; DENVER; CLEVELAND; ROCHESTER; PHILADELPHIA; SAN FRANCISCO; LONDON, ONTARIO

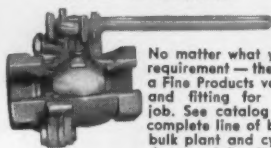
ALL FINE PRODUCTS

J & S JET-FLOW KITS FOR QUICK LP CONVERSION



Completely engineered kits for all carburetors, including 4 barrel, quickly convert auto, truck or tractor to modern, clean-burning LP-Gas. Farm tractors, airline ground equipment, industrial lift trucks, family cars, city buses, taxi fleets . . . all get amazing fuel economy. Makes engines last longer, saves on repair costs. Complete J & S Conversion kits, all required parts included — quickly installed. Write for detailed catalog.

VALVES & FITTINGS



No matter what your requirement — there's a Fine Products valve and fitting for the job. See catalog for complete line of both bulk plant and cylinder specialty items.

EXPLOSION-PROOF EQUIPMENT

Complete line of explosion-proof lights, motors, magnetic starters and switches for your plant.



FLEXIBLE METAL CONNECTORS



Eliminate pipe vibration and noise in lines connected to compressor, etc. Extra heavy construction. Pipe sizes from 1/4" to 3".

SWAGE NIPPLES



Extra heavy concentric or eccentric nipples provide maximum flow to pump inlet. See catalog for sizes, etc. Zinc electro galvanized.

Write for Fine Catalog No. 457 LP

FINE PRODUCTS CO.
6240 OGDEN AVE.
BERWYN (Chicago Sub.) ILLINOIS

effect of improving the effective talk-back range of mobiles associated with the system without the necessity of adding equipment to the radio unit in the car itself. The equipment also serves as an antenna matching unit and permits as many as four receivers to be used on one high-gain antenna.

Circle 10 on Readers' Service Card



Chimney housing

A chimney housing available in either brick or plain finish, has been developed by Metalbestos. The 16 in. sq housings are produced in 3, 4 and 5 ft heights. The four galvanized steel panels with sliplock edges are delivered flat. A 2-piece flashing and aluminized steel top complete the housing units.

Circle 11 on Readers' Service Card



Degree day device

The Johnson fuel demand meter registers total accumulated effective degree days—effective degree days being defined as the net effect of temperature, sun, and wind upon fuel consumption. A weather-sensitive element fastened to the roof and exposed to the weather connects by electrical cable to an inside unit located on wall or desk. Standard instrument gauges range from 65 deg. base to minus 35 deg. F. The meter has a reset mechanism so that total can be set to any accumulated reading.

Circle 12 on Readers' Service Card

**Dig Ditches at
Lowest Cost**

ARPS TRENCH DEVILS

**Cost Less to
Own and Operate**



**Model
JR**

- ★ **Versatile** — Digs 2 3/4" wide trench up to 20" deep
- ★ **Fast** — Ditches 6' per minute at 20" depth
- ★ **Simple** — One-man operation
- ★ **Portable** — Easily loaded on pickup

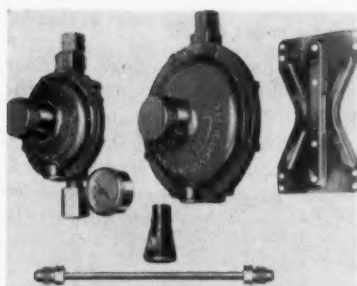
You can eliminate the slow, costly, hand labor of digging L.P. Gas lines with the new, low cost Arps Model JR Trench Devil. This handy tool increases production while cutting operating expenses — digs 100' of trench for about 12 cents! The simple mechanism keeps maintenance costs low — lightweight, rugged construction assures years of profitable use. Unique curb attachment available for easy digging inside a concrete curb.

For larger jobs the self-propelled Model M Trench Devil digs trenches 2 3/4", 3 1/2", 4", 6" or 8" wide, up to 6' deep. Has smooth, hydraulic drive for speeds up to 1200' per hour.

Send for more information today on these two new, low cost trenchers from the Arps Corporation, New Holstein, Wis., Dept. BPN.

**TRENCHERS
HALF-TRACKS
BULLDOZERS
UTILITY BLADES**

**ARPS
CORPORATION**
NEW HOLSTEIN
WISCONSIN



Packaged 2-stage regulation

Rego hi-lo outfits provide in a single, compact package the necessary components for finer, more economical 2-stage regulation. In each outfit are a high pressure regulator, a low pressure regulator and a pigtail. The high pressure regulator may be ordered with a gauge and adapter. Accessory items include a bracket for mounting the low pressure regulator on the building and a suppressor assembly for attachment to the vent piping of the low pressure regulator when it is mounted inside the building.

Circle 13 on Readers' Service Card

Elevating tailgates

H. S. Watson Co. offers a complete line of elevating tailgates for pickups, on through $\frac{3}{4}$ to 2-ton trucks with stake or van bodies. The line is designed especially for weight-conscious truckers with lighter loading requirements than the usual 2000 lb capacity tailgate. It is electric-hydraulic, and has a choice of 1000, 1100, and 1300 lb capacities, so as to suit job requirements and different chassis.

Circle 14 on Readers' Service Card



Heating and cooling line

Chattanooga Royal Co. is now producing a complete line of gas-fired forced air furnaces, summer-winter air conditioning furnaces, and electrical residential and commercial air conditioning. Eleven horizontal furnace models from 80,000 to 120,000 Btu input are offered with belt or direct drive blowers. The furnace line is completed by 15 vertical furnace models from 80,000 to 160,000 Btu in-



availability

Suspended gas unit heater—duct furnace—floor model room heater . . . no matter what you need, it's as close as your telephone. Just give your Reznor distributor a call. He should be able to meet your requirements right out of his warehouse stock. Reznor dealers don't miss sales because they can't get delivery. If it's Reznor equipment, it's available today from the Reznor distributor in your town.

AVAILABILITY—just one of the many reasons why Reznor dealers make sales . . . and more money. Ask your Reznor distributor for the complete story.



REZNOR
WORLD'S LARGEST-SELLING DIRECT-FIRED
UNIT HEATERS

Reznor Manufacturing Company, 4 Union Street, Mercer, Pa.

THE COMMERCIAL COOKING LOAD IS YOURS

when you feature . . .

KEATING

Instant Recovery FRYERS!

The Fryer guaranteed to outproduce all others—gas or electric



The Keating Trump is the only high input (80,000 BTU's) fryer approved by the AGA for use with LP gas.

A Fabulous FREE Trial Offer!

Prove to yourself and to your customers—You can't beat a Keating Fryer!

Order Keating Fryers for trial installations at your customer's address. If after two weeks a customer is not completely convinced of the superiority of a Keating Fryer, you may return the fryer for full credit PLUS freight charges—BOTH WAYS!

To learn more about the famous Keating Trump Fryer and how YOU can extend this generous trial offer to YOUR customers, write:

FRYING EQUIPMENT & SUPPLY COMPANY

1210 West Van Buren Street
Chicago 7, Illinois



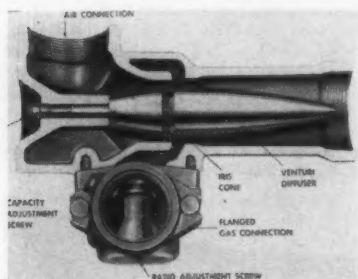
The Keating 14" Trump

- ★ Automatic Time and Temperature Control
- ★ Instant Temperature Recovery
- ★ Greatest Heat Input Ever

For further information on these products use Readers' Service Cards on pages 67, 68

put and by nine counterflo models from 80,000 to 120,000 Btu input. The air conditioning line offers 2, 3 and 5 ton systems with horizontal or vertical evaporator coils for mounting in any forced air furnace. For the home without a central system or duct-work, two and three ton hermetic systems are offered. Two, three, and five ton commercial systems complete the line.

Circle 15 on Readers' Service Card

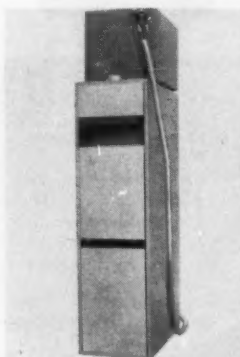


Proportioning mixer

A line of air-gas proportioning mixers which provides adjustability of capacity without need for changing mixer parts for making

such adjustments is manufactured by Hauck Manufacturing. Optimum "tune-ability" of the mixer to burner nozzles and manifold piping is assured without taking anything apart.

Circle 16 on Readers' Service Card

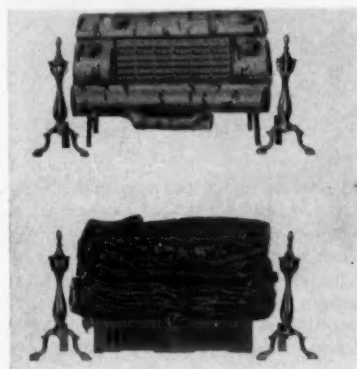


Heating, air conditioning line

Holly-General announces a line of year 'round comfort conditioning equipment. Advantages claimed for the line are complete compatibility of heating and air conditioning units, savings in cost of equipment, savings in time and cost of

installation, and savings in floor space due to compactness of the equipment.

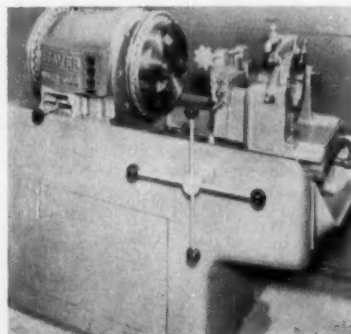
Circle 17 on Readers' Service Card



Gas log series

Ohio Foundry has introduced a "silver birch" radiant gas log series in 22 in. (20,000 Btu) and 28 in. (25,000 Btu) sizes. A similar series is available in simulated "oak." Also, just introduced is a refractory "heat lite" gas log cluster series, featuring an "oak" finish, in 22 in. (20,000 Btu) and 26 in. (25,000 Btu) sizes. A "heat-wheel lamp" (115 volt, AC) creates a burning flames effect across the log cluster, with or without the hidden gas burner in operation.

Circle 18 on Readers' Service Card



Threading machine

Beaver Pipe announces a 1/2 to 4 in. pipe and bolt threading machine. The bolt range is 3/8 to 2 in. It weighs 980 lb., and cuts, threads, reams, grooves, chamfers, or bevels pipe. The die head and cutoff carriers throw out, making it an ideal make-up machine. An added feature, for those who wish to make up flanges and fittings in the rear of the machine, is a step-block chuck with rocker grip inserts.

Circle 19 on Readers' Service Card

ONLY HASTINGS UNIT HEATERS ARE GUARANTEED FOR 10 FULL YEARS



Find Out Why
Hastings - and ONLY Hastings -
Makes This Guarantee

Write Today For
Literature and
Prices

HERE ARE A FEW SALES IDEAS:

Increase your L.P. gas sales by installing HASTINGS Gas Unit Heaters. HASTINGS heaters are ideal for chicken and turkey brooders, hog houses, workshops, milk barns, and other farm and town uses.

Easy to install. Ignite perfectly on all types of L.P. gas. Dual-fuel optional ... Sizes from 25,000 to 250,000 Btu/Hr.

Outstanding HASTINGS features are: Aluminized steel Heat Exchangers, Stainless Steel Ribbon Burners, 4-way air distribution louvers, 100% safety shut-off.

Write Today for Catalog BP-108 and Prices.



HASTINGS AIR CONTROL, INC.
OMAHA 5, NEBRASKA

Ditchless tube layer

Hallburn Manufacturing Co. announces a ditchless tube layer. A pressure shoe rides at ground level, while a mole pulls the tube through the ground 12 in. below surface. Any standard size of tubing may be fastened to the mole with ordinary flare fittings of the desired size. Only a small trench is needed to start the mole. Overall length is 56 in., width 18 in., height 44 in. Weight is 85 lb.

Circle 20 on Readers' Service Card

Gas heating plant

A gas heating plant manufactured by Hydrotherm employs a new concept in the use of gas for heavy duty Hydronic heating. Called Multi-Temp, the system makes it possible to modulate gas input automatically with changing load conditions without impairing the overall boiler efficiency. Full input is used only for peak loads and when warming up from a cold start. At all other times input is automatically kept to a fraction of full capacity in accordance with actual heating demand.

Circle 21 on Readers' Service Card

for leakproof, pressure-tight connections

use
TiteSeal
SEALING COMPOUNDS

Heat and vibration-proof, non-solvent, will not shrink, crack or crumble. Makes all assemblies leak-proof and pressure-tight. Prevents rust, corrosion, joint seizure.

7 BASIC BLENDS



LIQUID WRENCH
The super-penetrating rust solvent

LOOSENS
rusted bolts, nuts, screws, 'frozen' parts

Liquid Wrench works fast...yet is absolutely safe for all metals and alloys.

At Industrial, Automotive, Hardware, Plumbing Jobbers

RADIATOR SPECIALTY CO.
Charlotte, North Carolina



TRADE LITERATURE

Protective device bulletin

Illinois Testing has published a bulletin describing the alnor pyrotac. The instrument is primarily an excess temperature protective device to sound an alarm and/or shut down upon reaching the safe maximum temperature.

Circle 22 on Readers' Service Card

Conversion burners data

A folder describes conversion gas burners manufactured by Timken Silent Automatic Products for residential furnaces and steam or hot water boilers (either square or round). Included are dimensional drawings, cutaway views, specifications, ratings and text on design and installation features.

Circle 23 on Readers' Service Card

Condensed valve catalog

The Ohio Injector Co. has published a condensed version of its general catalog which lists its complete line of industrial valves. It lists over 95 per cent of the line, condensed into 28-page form. The condensed version lists for the first time a section on bronze brazed joint valves as well as its corrosion resistant nickel-iron line.

Circle 24 on Readers' Service Card

Valve bulletins

Handwheel and ball bearing adjusting screw assembly, complete with finger-operated teardrop lock nut, are now standard equipment on all OPW-Jordan piloted pressure reducing valves; and optional on pressure reducing valves. Valves available in 1/2-2 1/2 in. sizes, 250 psi bronze, and 125 psi iron. Four page bulletins are available.

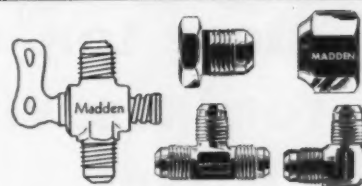
Circle 25 on Readers' Service Card

Double barrel tank truck data

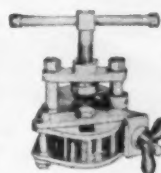
A bulletin available from Pressed Steel presents specifications and descriptions of Hackney double-barrel tank trucks. Hackney L. P. gas delivery trucks are built in three standard sizes of 2402, 2170, and 1770 gal. wc. Also listed is optional equipment which includes manual or automatic by-pass, printing or non-printing meter, electric or manual hose reel, remote valves and controls, L. P. gas carburetion and fueling, and a choice of six makes of pumps.

Circle 26 on Readers' Service Card

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NEW DRILL CASE

For the Gas Serviceman

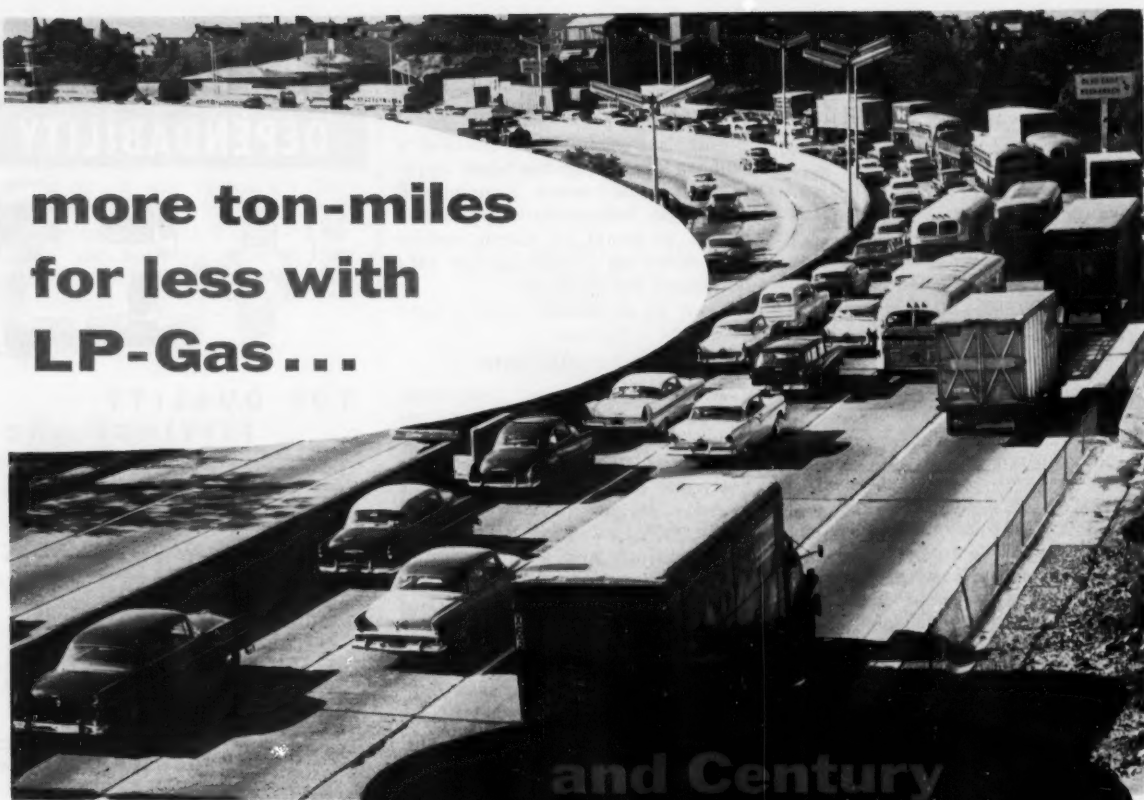
- Holds 41 drills — sizes 40 to 80.
- Each thumb drill has size stamped on handle in sequence.
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- Servicemen can carry in hip pocket. All metal — compact.
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the Gas Industry for Over
35 Years.

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Singer Products Co., 15 Moore St., New York 4, N. Y.



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every make and model of truck engine.*

Century Gas Equipment
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625 Southside Drive, Decatur, Illinois



Butane, Propane

POWER

**CARBURETION • INSTALLATION
• SERVICING**

POWER SECTION

Carburetor service is organized — and paid for — in Kern County, Calif.

By **CARL ABELL** • Editor

DID you ever need a replacement LPG regulator or carburetor real quick to get a customer's engine back on the job when some part of his carburetion equipment conked out and had to be reconditioned?

If you were located in Kern County, California, a phone call to L. O. McClure & Sons would get it for you in a hurry. The McClures have one or more copies of all the models used as standard equipment

on trucks and tractors, on the shelf ready to go. They also have a good many of the special jobs that are sold for conversions and replacements. Most of these are rebuilt units that were taken in exchange under their special service plan for the local LPG and power equipment dealers and their own customers.

If you needed technical help on an unfamiliar problem that came up in connection with your customer's operation, you could also get that from McClure's. They

could also take over all the installation and service work on your LPG carburetion if you did not want to maintain your own shop or got caught without a qualified service man. They supply part or all of these services for all of the LPG dealers, truck and tractor agencies and industrial engine dealers in Kern County.

Out of these activities the McClures—L. O., the father, and Bob and Bill, the sons, have built a substantial family business. Mrs. L. O. McClure has been office man-

Kern County is one of the world's largest markets for LPG motor fuel. How did it happen? The focal point was L. O. McClure, who:

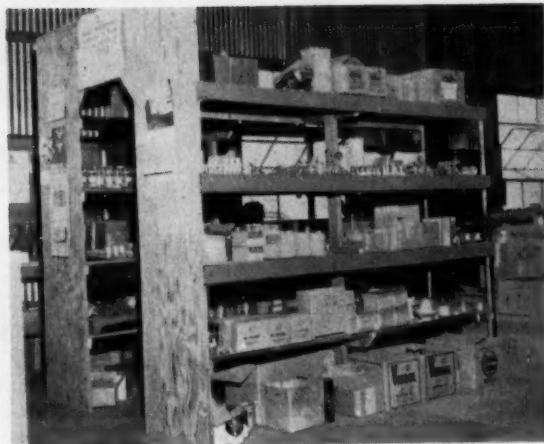
- works with the LPG dealers
 - helps truck, tractor and industrial engine dealers
 - trains customers to do their own minor service jobs
 - dares to help his competitors
 - supplies rebuilt carburetion units of all makes
- and**
- he has built up a prosperous family business in LPG carburetion service.



Mr. and Mrs. McClure check out the rebuilt carburetor and regulator needed to care for a phoned-in service call.



The stuff on the shelf under the bench is not junk. It is traded-in carburetors and regulators awaiting rebuilding.



This is the stockroom for replacement kits, new carburetion systems, accessories, ignition parts, spark plugs, tank valves.

ager and accountant since 1937. Being long-time specialists they have not only lightened the service load for the related businesses that they serve. They have also helped to give Kern County one of the highest concentrations of LPG-powered farm, industrial and oilfield equipment in the United States. Their work has even been an influence in getting tractor manufacturers to offer optional LPG carburetion on their standard models.

The casual visitor to the McClure shop might guess that the place is a typical small-town machine shop. It isn't. The lathe, drill press, milling machine, grinder, welder, power saw and all the rest of the metal-working equipment are there for use in the conversion of engines to LPG, and for rebuilding or reconditioning them, either at the time of conversion or at such future date as they require that service. It is strictly an LPG carburetion and engine shop.

The only major jobs undertaken outside that field are the design and installation of customer storage and dispensing facilities and the installation of industrial burners. You might come into the shop today and find two or three tractors being given a carburetion change or engine overhaul, an LPG truck in the driveway for a tune-up, and a well-worn oilfield pumping engine swinging from an unloading crane. Later in the week these units might all be gone, with nobody in the shop but L. O. Bob,

Bill and Glen Wallis, another full time mechanic, would be out on emergency calls or taking care of some of the many tractor fleets or oilfield engines for which the company provides systematic carburetion maintenance and engine tune-up.

The present McClure business is the outgrowth of an Ensign LPG carburetion agency which L. O. established in Bakersfield in 1937. He had previously been employed in the butane compressor plant of Lomita Gasoline Co. in Long Beach, Calif. To occupy some of the hours when he had nothing to do but watch the compressors, he studied LPG carburetion, then in its infancy. He converted a few trucks and passenger cars. This came to the attention of some of the head men, who were also among the founders of Petrolane Ltd., which later became Petrolane Gas Service Inc.

McClure was transferred to Petrolane and sent to Bakersfield to handle carburetion sales and service for that company. After three years on the company payroll McClure decided that his opportunities would be greater as an independent carburetion distributor. He secured the Ensign distributorship and opened a private shop, with Petrolane as his first LPG dealer account. They gave him all of their carburetor work. In turn, he helped them to get many new fuel accounts. His customary sales approach was to sell the whole package — carburetion equipment,

installation and maintenance service, storage and dispensing system if needed, and fuel. McClure was not in the fuel business, but he sold the fuel at the established price and turned that part of the contract over to Petrolane. Other LPG dealers, wishing to get in on the growing motor fuel market, asked for the same kind of arrangement. Business grew.

Some of the LPG dealers have at various times put in their own carburetion sales and service departments. Some still have them, while others have been in and out of this activity. McClure competes with those who are active in carburetion, but the competition is almost always friendly. On numerous occasions he has helped the competitors out with needed accessories, and with actual service help when the competitor got stuck.

Several sizeable fleets of tractors and trucks were converted. The owners were so sold on the results that when they ordered new units they specified butane fuel systems. This was before any manufacturer had a factory-equipped model. McClure was called on by the truck and tractor dealers to convert these jobs before delivery. Compression ratios were rather low in those days—in order to give the operators full value from the higher octane of LPG, the compression ratios were almost always increased. Since hot manifolds caused loss of power, ways were found to cool them. The result was increased power and economy.

Minneapolis-Moline brought out its first factory equipped LPG model in 1941. Over the next several years the other tractor manufacturers followed suit, and International and Reo brought out their propane-equipped truck lines in the early 50's. This introduced unfamiliar service problems in the agency shops. The manufacturers trained the agency mechanics in the routine servicing and tune-up for the LPG-equipped units, but occasions sometimes arose when the troubles were beyond the experience of the mechanics. Due to the close relations established in former years when McClure helped them with their conversion work, he is their source of help when these difficulties come up.

Kern County went through one oil boom after another, with hundreds of engines required to operate the drilling equipment and pumps. McClure got some of the drillers started on the use of LPG engines. As the fields came into production, there were supplies of good natural gas right on the site. The engines used for pumping the wells could be run on this natural gas. Hundreds of engines with natural gas carburetion were installed. Several LPG carburetor manufacturers turned out natural gas models, and sold quantities of them. Their agencies also got in on the lush market for truck and tractor conversions. Competition blossomed, both through specialty carburetion shops and LPG dealers.

Conditions were rough for all the LPG carburetion boys during and after World War II. "Strategic" materials were needed for parts for carburetors and regulators, and they were hard to get. This same condition lasted, with variations, all through the period of the Korean Police Action. New carburetion equipment was scarce, and the hundreds of sets already in service had to be kept in service. Many carburetion sets were orphaned because their dealers could not get enough new equipment to keep going.

With enough conversion sets already out to provide a big backlog of service work, McClure was able to weather this period of shortages. The Ensign line, which he had handled for years, was particularly hard hit because of their extensive use of critical materials. In order to bridge this gap and meet the demand for conversions, he took on the Century line, which was in more plentiful supply because the units were made largely of aluminum, which was not so hard to obtain.

Because of the volume of service work on the several makes of carburetion equipment that came to the shop as the result of the above conditions and developments, McClure undertook to set up a service system that could handle the work on all makes, and keep LPG carburetion in good repute throughout the country. This created a serious problem of inventory, and other problems developed as the service

men went out on calls to take care of various makes of carburetors. What should they take? If they did not take the parts that were necessary, and had to bring the carburetors and regulators back to the shop for repairs, the expense and loss of time was terrible.

Kern County has nearly three fourths the area of New Jersey, and the carburetion sets might be almost anywhere. In many applications, a vehicle or engine that went out of business on account of carburetor trouble could cause a loss of several dollars per hour. In the case of drilling engines, a failure of one of the three or four engines on the rig might tie up the entire operation. The payroll expense went right on, and the revenue stopped, since drilling is done by the foot.

Handling this service without loss of customer time required several improvements in operating methods. The first step was to find out what might be needed, and take all of it on the service truck. This required records. McClure's set about to make a complete record of all customer engines. This shows the make, model, year and serial number of the engine, the make, model and size of the carburetion system, and the make and model or part number of each component of the ignition system that might require service. The correct valve clearances are also noted on the card.

The next step was to build up the necessary stock of replacement



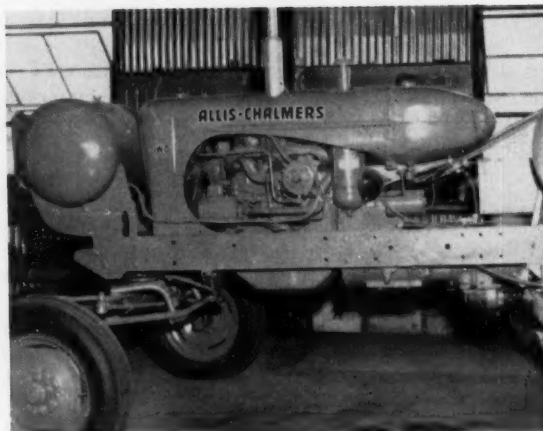
Taking the heat off a Dodge manifold. Exhaust heat opening gets bolted-on plate. Intake half will have welded closure.



Catalog section of information center covers everything needed to service carburetors and fuel systems.

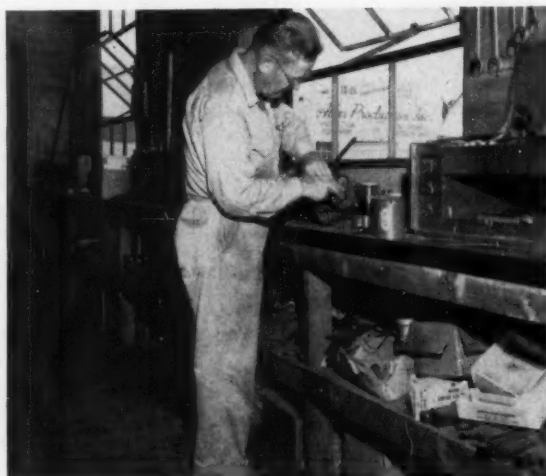


McClure writes order for reconditioning engine in tractor owned by one of his fleet-owning farmer customers.



This is the finished reconditioning job—steam cleaned, engine and fuel system rebuilt, repainted, even new decals.

L. O. McClure re-builds a John Blue vapor pump, for which he has agency, to maintain stock of rebuilt units.



carburetors and regulators, which could be taken along on the truck for use if inspection showed that an exchange of units would speed up putting the engine back in service. The service stock also includes distributor points, condensers and spark plugs in addition to a stock of small replacement parts for regulators. The service men were trained to put the engine in condition to render a long period of uninterrupted service just as long as the engine itself did not require major work.

The customer pays for the service call on the basis of \$5.00 per hour including travel time between the shop and the job and return. If two or more service jobs can be combined on the same trip, the travel time is averaged. There is no economy in doing only part of the service work needed, particularly on remote calls. The men are instructed to adjust the valves and check out and if necessary recondition the entire ignition system on every service call, in addition to doing whatever carburetion work may be needed. If the work needed on the carburetor or regulator is adjustment or replacement of minor parts, that is what it gets. Parts are charged for at regular list prices.

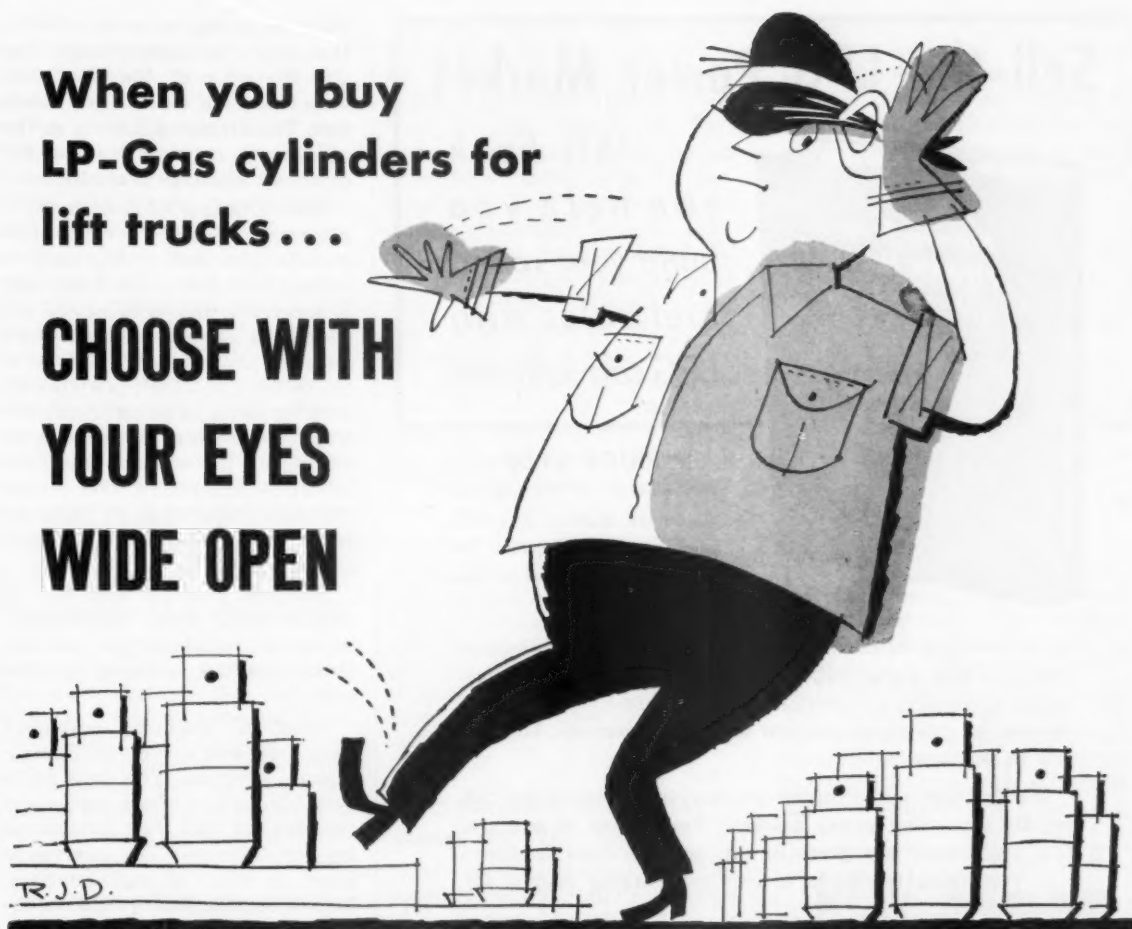
If the units are gummed up, badly worn, or otherwise in bad order, the exchange unit is put on, and the replaced unit is taken back to the shop for reconditioning and rebuilding. Replacement units are



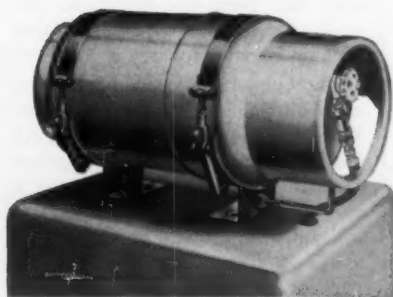
Bob and Bill McClure load up for a day's work in a tractor fleet on the preventive maintenance program.

**When you buy
LP-Gas cylinders for
lift trucks...**

**CHOOSE WITH
YOUR EYES
WIDE OPEN**



With more and more lift truck manufacturers and operators switching to LP-Gas, you can't afford to put your money into any but the best cylinders. And one way you can be sure of highest quality and longest service life is to buy PREST-O-LITE Lift Truck Cylinders.

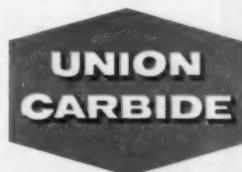


PREST-O-LITE Cylinders are built to stand up under the rough service you expect with lift trucks. They're uniformly strong, top to bottom. They're electrostatically painted—two coats—then infra-red dried. Though you pay nothing extra for PREST-O-LITE Cylinders, you get the advantages of LINDE's 50 years of cylinder-building experience.

Your customers, too, like PREST-O-LITE Cylinders, because they are lightweight. Curled handholds in the 20-, 33½- and 43½-lb. sizes make them easy to handle and carry. Curled footings on the 33½- and 43½-lb. sizes provide extra strength where it's most needed.

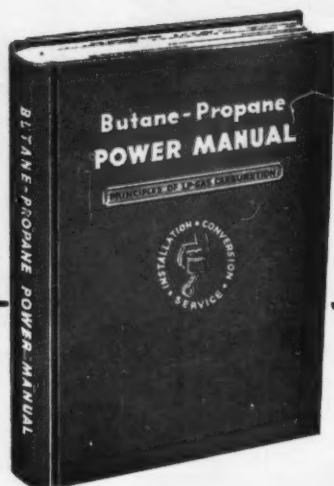
So, when you buy, take off that blindfold! Be sure you get PREST-O-LITE Lift Truck Cylinders. For details and prices, call or write your nearest LINDE office. LINDE COMPANY, Division of Union Carbide Corporation, 30 East 42nd Street, New York 17, N. Y. Offices in other principal cities. In Canada: Linde Company, Division of Union Carbide Canada Limited.

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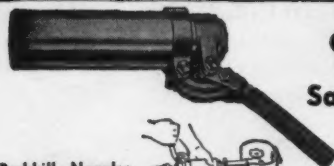
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billed at a regular price schedule that covers the labor or rebuilding, plus the price of the kit needed to put the unit back in new condition. The average bill for a service call ranges between \$15 and \$18 unless an exchange is needed.

Reconditioning of used units is generally handled during slack periods. The entire shop staff is trained to do this work. Every unit is completely disassembled and put through a cleaning solvent which strips off everything right down to the metal. The solutions ordinarily used for cleaning gasoline carburetors have not been effective in removing all the deposits that form on LPG carburetors. To remove the more impervious of these deposits, Kelite developed a special solvent called Ke-Sonic-C.

Standard kits are used for all rebuilt jobs. When reassembled, tested and repainted, the reconditioned jobs look and work just like new.

Many of McClure's customers have been sold a preventive maintenance program. This calls for a complete tune-up of the engine and checking of the fuel system at regular intervals. The interval is based on hours of engine service. It is a regular time period on engines in constant duty service, such as oilfield pumping engines, irrigation engines, trucks and similar duties. With farm engines in seasonal work, the service is performed in idle time at approximately the correct intervals. This plan has been successful in preventing many service interruptions during busy periods.

A complete record of service calls and the work done is maintained on the card assigned to each engine. A visible index is attached to each card on which there is a service agreement, and the service schedules are made up from the visible controls. Based on long experience, it is possible to tell the card record when each of the more commonly used engines in constant duty service should be laid up for complete reconditioning. Much of this work comes to the McClure shop, although they are glad to handle only the carburetion end of the overhaul if the customer prefers to have the rebuilding done at an agency shop.

Plans are now under way to build up a small stock of complete "tail-water pumping units," mounted on trailers, complete with engine, pump, suction hose and propane storage tank. There are dozens of these in use in the local alfalfa and cotton farms where flood and furrow irrigation are practiced. These portable pumping units are used to pick up the surplus water that accumulates at the low end of the field, and return it to the distribution ditch at the upper end. McClure's assembled units will be available for sale or rent. If a farmer's tail-water pump fails, he can get one of the rental units to replace it temporarily just as quickly as it can be pulled out

to his field behind a pick-up truck.

The McClures have been active for years in promoting and conducting educational activities related to LPG carburetion. This group training work has at various times been carried on in the company shop. At other times it was done in cooperation with the regular classes at the high school and the junior college in Bakersfield, using the school facilities. Several adult education classes have been handled for the schools. The purpose of this work is double-barreled. It has a high promotional value in developing new accounts, even though its main purpose is to train the mechanics in agency shops and those in charge of fleet

maintenance in the proper operating procedures and servicing of LPG-equipped engines.

There are two views that can be taken of this training activity. The short range view is that it could reduce the volume of work available to the McClure shop. But the long-range view, which is the one that has been adopted, is that wider acceptance and use of LPG carburetion will in the long run result in an increase in shop volume. That seems to be the way it is working out. In the meantime, L. O. McClure & Sons has been an important factor in building an unusual volume of power fuel sales for the LPG dealers of Kern County. ■

SAE committee works on LPG motor fuel standards

At the request of the technical board of the Society of Automotive Engineers, Motor Fuels Subcommittee D is taking up the matter of standardization of liquefied petroleum gas when used as a motor fuel. This is in line with the suggestion made in May 1958 issue of *BUTANE-PROPANE News*, in the article entitled, "Needed, Motor Fuel Standards for LPG."

While this important matter had already come up for discussion by various interested groups, we believe that our article calling attention to its urgency has been instrumental in speeding its consideration by this key group.

We would like to remind our readers again that the development

of a suitable method for determining anti-knock values of various mixtures of butane and propane is a big undertaking. It will take considerable time and a great amount of work to come up with a procedure that will meet the requirements.

International Harvester shows its 1959 lines

International Harvester Co. has completed introducing its 1959 lines of farm and commercial tractors, power driven farm equipment and non-powered implements to its 8500 dealers and district office sales personnel. A special press preview was held on July 18 at the company's 412 acre experimental farm at Hinsdale, Ill., with approximately 150 editors and writers from the nation's farm and industrial press in attendance.

Six completely new tractor models will be offered, in both farm and industrial models, with estimated horsepowers ranging from 12.8 to

72. Of these, the two larger engines are six cylinder, with counterbalanced crankshafts and machined combustion chambers for extreme smoothness of operation. The two six cylinder engines, and the largest four cylinder model, come with LPG fuel equipment optional. Maximum speeds range from 7.31 mph in the Cub to 16.19 mph in the Model 560, the largest in the line.

Six new International tractors from 1959 farm and commercial lines. From the left, Models 560, 460, 340, 240, 140 and the Cub-Lo-Boy. The three larger models may be had with optional LPG fuel systems.



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**for fork lifts, farm tractors
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BUSINESS OPPORTUNITIES WANTED

WANTED TO BUY: PROPANE PLANTS Upper Mid-West, also used tanks 100# to 30,000 gallon size. Reply Box 99, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

WANT TO PURCHASE SEVERAL RETAIL LP gas businesses. Send information. Reply Box 117, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

WANTED TO BUY: LP GAS OPERATION in Northwest Florida. Reply Box 123, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

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LPG BULK PLANTS. WE SPECIALIZE in selling petroleum properties throughout Midwest. Have number desirable plants for sale. OLE BRODD, PETROLEUM MARKETERS, 605 Produce Bank Bldg., Minneapolis, Minnesota.

NEED CASH TO EXPAND? WE WILL loan on your present assets. Advise what you have and need. Reply Box 118, BUTANE-PROPANE News, 198 S. Alvarado St., Los Angeles 57, Calif.

FOR SALE—TWO LP GAS COMPANIES in Illinois. Total cash earnings \$82,000.00 annually. Cash earnings after taxes will retire purchase price in 6½ years. Total gallons 2,467,277. Equipment and plants are completely modern. Down payment for both companies \$155,000. Can be purchased separately. Federated Petroleum, Mel Putnam, 3228 University, Madison, Wis.

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USED PROPANE DELIVERY TRUCKS. 1200 GALLONS W.C. Presently in use and being replaced with larger units. United Petroleum Gas Co., 4820 Excelsior Blvd., Minneapolis 16, Minnesota.

FOR SALE: USED PROPANE TRUCKS. Late Model units ready to go. 1000 to 1600 WG. Also New Units in all sizes. Easy Terms. WE TRADE. White River Distributors, Inc., Ph. 570—Batesville, Ark.

FOR SALE—USED PROPANE DELIVERY TRUCKS—Ready for service. 1,200 to 1,800 W.G. Financing available. Also New Trucks. Write for list of units and prices. McNAMAR AND CROWLEY, INC., Box 210, Salem, Illinois.

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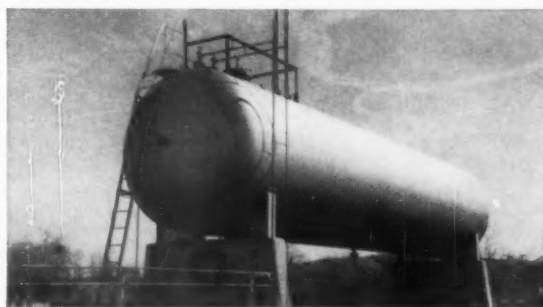
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